

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

Vol. CLXIII No. 3

NEW YORK, JANUARY 16, 1930

10c A COPY



## THE COW RETURNS TO BROADWAY



TRANQUIL hills and valleys, clothed with lush grasses whose tenderness and sweetness are equaled nowhere else in the nation . . . lazy cattle whose milk recaptures the delicate scents of those sun-splashed pastures . . . fast-moving

milk-trains, taking the right of way from even the lordly Limited . . . city plants, spotless as Dutch kitchens. ● Here was an epic of a great city's milk-supply that awaited the telling. It was a story that unfolded as we visited some of the hundreds of Sheffield farms, and examined Sheffield Farms city plants. ● That it is being told well is attested by an ever-increasing number of Sheffield milk bottles that go out on New York, suburban New Jersey and Long Island Sheffield routes each day.

### N. W. AYER & SON, INC.

WASHINGTON SQUARE, PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO DETROIT LONDON

**A NATIONAL GUIDE FOR INVESTIGATING AND BUYING** ALL LINES  
EVERYWHERE  
**A COMPLETE DIRECTORY, WITH CATALOGUE MATTER—THE ONLY A.B.C. MEMBER OF ITS KIND.**

¶ Upper Class Concerns, every line, everywhere, comprising about 50% of total business purchasing power of the U. S. rely upon Thomas' Register as the Guide for their Purchasing Departments, in investigating, specifying and buying. *They prefer it, order it and pay for it.*

**More Than Five Times the Paid Circulation of Any Other**

¶ Descriptive advertising therein connects with important sales possibilities at the desirable moment when buying is contemplated.

**THOMAS' REGISTER**  
of  
**AMERICAN MANUFACTURERS**

THE COMPLETE REFERENCE GUIDE FOR BUYERS

**LINK-BELT**  
MATERIALS  
HANDLING  
EQUIPMENT

**ECONOMY**  
CLEARSTE  
NATIONAL  
MILK  
CO

**FUSES**  
WE CAN  
FUSE  
ELECTRICAL  
CIRCUITS  
EVERYWHERE

**FOOT'S**  
ROTARY POSITIVE  
BLOWERS  
GAS—LUBRIC—TUCKER  
PUMPS  
METERS  
TELEPHONE  
EQUIPMENT

**Ediphone**  
Recording the spoken word  
with a minimum of effort  
and maximum of effect  
...NOT MORE NOISE!  
...NOT MORE PAID!  
...NOT MORE TIME!  
...NOT MORE MONEY!

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**THE BUYERS' MASTER KEY**  
TO ALL  
**AMERICAN SOURCES OF SUPPLY**

**4500 Pages**

*About twice the contents of any other.*

**2634 Advertisers**

*95% more than any other.*

**"Out of Thomas'" OFTEN "Out of mind" AT THE buying moment.**



# PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CL

NEW YORK, JANUARY 16, 1930

No. 3

## Why Don't Advertising Agencies Sell Their Plus Values?

An Analysis of the Presentations Made by a Group of Advertising Agency Representatives

By A. F. Gerecke

Manager of Advertising and Sales Promotion, DiVco-Detroit Corporation

**F**OURTEEN representatives of nearly twice that many advertising agencies which have solicited our account, recently, stated that they "guaranteed complete satisfactory service." This is not a particularly strong selling argument coming from experts who are studying the merchandising problems of their clients. It is probably evidence, however, that although advertising agencies are inclined to put an immense amount of work upon advertisers' sales problems, they give their own no thought whatever. No doubt this is a virtue; at least, it is some evidence of the fact that agencies are less interested in selling than they are in service.

But for a client to award an agency contract, it is necessary for him to find outstanding reasons why he should buy the services of a particular advertising agency, just as the buyer of goods purchases only after he has been shown the values and plus values of a desired commodity, article or service.

When an organization discovers exactly what it has to sell, half the merchandising battle is won. How-

ever, it is unquestionably true that many business organizations have not made an honest effort to learn precisely what commodity, services, or results they have to sell; consequently, they do not know! This statement, in itself, will be quickly challenged with the simple answer

**A** LEADING Detroit advertising agency executive saw this article in manuscript and remarked: "This is almost like looking into a mirror!"

The article is exactly that—a reflection of how some advertising agencies solicit accounts. It is based on the solicitations made in one advertising department by the representatives of some twenty-five advertising agencies.

that it is an automobile, dry goods, bread, milk, nuts and bolts, which is offered for sale. Plus values are ignored and the bare physical appearance, or physical properties of the article, or service, determine what the organization has to sell in many instances.

At the National Dairy Council's annual meeting in

Chicago, held recently, a report was given of a survey of several thousand milk customers of Philadelphia. The survey showed, among other things, that a large majority of the persons interrogated remembered "Quality" as the outstanding impression of milk dealer advertisements. Only one person of the many hundreds reported on, remembered anything of the price, cheapness or economy of milk. The speaker who presented the report suggested that the dominating theme of milk advertising for the

next five years ought to be that milk is the most economical food money can buy, and the healthiest, best-balanced food despite its low cost. Health department regulations and community practices govern to a high degree the "quality" of milk, thereby standardizing it to a large extent, but singularly enough, this is the outstanding subject used in the great mass of advertising which comprises the International Milk Dealers' Association's exhibit.

The New York Central Railroad system advertises "The Water Level Route" as its outstanding plus value, the thing it has to sell over and above transportation which in the main is not unlike that of competing lines.

John Wanamaker and Marshall Field offer, in addition to standard merchandise, those outstanding plus values which have made their stores monumental and have caused the development of similar standards of merchandising in many metropolitan centers.

If a business organization must know exactly what it has to sell, so also must the advertising agency require an understanding, or knowledge, of exactly what its prospective client has to offer the trade.

Over a period of several months, our advertising department interviewed executives and representatives of advertising organizations. It was a rare opportunity, occasioned by a change in agencies. A great deal of time was consumed but it was well spent. That it was unnecessary and confusing, to say the least, was the comment of some. But the door was open and the reception was friendly to fellow-workers in advertising. Repeated calls in some instances aroused a mutual friendship. There arose occasions when the "ad-crafter" stepped out of his role for the moment to ask: "Frankly, what do you think of our solicitation?" or: "Candidly, what is your impression of the various services and advantages of agencies as they are presented?"

There was only one instance where the introduction consisted of a desire to learn what we had to sell—*exactly*. In this instance, on

a scratch pad, were written down what we thought we had to offer and what were our chief resistances.

In most instances there began immediately an effort to set forth the reasons why this particular agency was most admirably suited to serve us. Of necessity, this approach required comparisons with other types of agencies and in some cases, references to particular agencies. It was pleasing to note that it was unusual to hear a slighting reference to another agency.

Not every executive understands advertising; in fact there are many who do not. Many executives, perhaps most of them, inwardly, if not outwardly, resent the idea of an outsider attempting to show how the business ought to be run. Most people make no effort to do the work of the physician or surgeon, but many do not hesitate to judge advertising. These contradicting situations are the stumbling blocks for advertising men. They should determine, it would seem, an agency's basis for a selling talk.

The more frequent advantages and claims offered by the advertising agency men who visited our advertising department can be tabulated something like this:

A large agency offers more talent, wider experience, better organized service.....	4
The small agency guarantees the personal attention of its principals .....	9
A growing agency grows with its clients .....	2
Our president is without equal in his line.....	2
We have.....men from the Such & Such large agency.....	3
I give personal attention and do the art work, layout and copy myself .....	2
We don't solicit actively; our time goes for productive work	
A personal acquaintance with the company's president.....	4
We guarantee complete, satisfactory service.....	14
We plan two meetings a month with the principals.....	1
Field counselors and field representatives are provided.....	3
Field workers are unsatisfactory and will not be used.....	2
Our plan of buying aims for the lowest production costs.....	5
You do your own buying of art work, engraving, etc.....	1
The personnel and service of our branches are available.....	2

# FRANCE

GENERAL REPRESENTATION AND ADVICE

*For Americans doing business in France or  
Americans at home in need of an experienced  
representative in Paris*

SELLING • PURCHASING • STYLE FORECASTS  
ADVERTISING AGENCY SERVICE  
DIRECT MAIL ADVERTISING  
CONFIDENTIAL REPORTS

OUR CLIENTS, in investigating markets or in establishing themselves in Europe, have led our Paris organization into many fields of work beyond the usual scope of advertising agency service. With a personnel of thirty-five experienced Americans, Frenchmen, Englishmen and others, we are equipped to help American business in Europe or to act as the French representative of a business in the United States. Write to either Paris or New York for further information.

THE H. K. McCANN CORPORATION

78 AVENUE DES CHAMPS ÉLYSÉES, PARIS

NEW YORK: 285 MADISON AVENUE

LONDON • FRANKFORT • CLEVELAND • CHICAGO • DENVER  
SAN FRANCISCO • LOS ANGELES • SEATTLE • TORONTO • MONTREAL

We specialize in photographic dramatization .....	3
We aspire to work with friendly clients who like us and permit us to get close to them and their problems.....	3

There should be additional tabulations but those given provides an idea of the variety of appeals offered. Not tabulated was the offer of six different agencies to submit a plan or program of their idea of developing our campaign. These offers were discouraged in the belief that considerable study of any account is needed before copy and art work can be worked up; also, acceptance of such an offer creates an undue obligation because of unnecessary expense.

A leading Detroit agency man saw the rough draft of this article and said: "This is almost like looking into a mirror!"

"How much money are you going to spend?" or "What is the size of your advertising appropriation?" was asked by most of the agency men. This we assumed was to gauge the size of the account and to determine its profit possibilities.

Most of the first contacts resulted from information gained in advertising agency circles or from friends of our organization. The average solicitation consisted of three to five calls. It did not appear that in any case were the calls built up to a climax, and in only one instance did the solicitor leave anything with us as a reminder. In two instances, high-pressure methods were obviously being used, while in several instances our visitors seemed uncomfortable or patronizing. There were instances also where we had difficulty in telling our story and describing our problems, so anxious was the agency man to tell what he could do for us.

There have been articles on subjects similar to this, most of them without signatures. Written in a spirit of utmost friendliness and with a constructive attitude, we see no reason why there should be any hesitancy in sponsoring this sort of article. We are indebted many times over for the valuable contacts, bits of information, tales of experience and even ideas which

resulted from our many visits. The interviews were granted because, time permitting, a brother advertising man should always be welcome in an advertising department.

Selecting an agency with so many "hats in the ring" becomes a problem but not an impossible one. The many contacts in time produce the slants and the information which the interviews themselves do not disclose.

A desire to work with principals who would harmonize with the agency staff, and an effort to learn *exactly* what the client has to sell, probably were the strongest impressions of the many solicitations made in our department.

### Aetna Advances S. F. Withe

Stanley F. Withe, for the last nine years assistant director of publicity of the Aetna Life Insurance Company (Accident and Liability Department), the Aetna Casualty & Surety Company, The Automobile Insurance Company and the Standard Fire Insurance Company, has been made director of publicity. He succeeds the late David Van Schaack. Before joining the Aetna companies, Mr. White was advertising manager of several divisions of E. I. du Pont de Nemours & Company, Inc., Wilmington, Del.

### J. W. Millard, Research Director, Erwin, Wasey

J. W. Millard has resigned as chief business specialist of the Domestic Commerce Division of the Department of Commerce, effective January 15, to become director of research of Erwin, Wasey & Company, New York, advertising. He will be succeeded in the department by his former associate, Wroe Alderson, who will be under the direction of H. C. Dunn, chief of the Domestic Commerce Division.

### B. B. D. & O. Acquires Bissell & Land

Batten, Barton, Durstine & Osborn, Inc., has purchased Bissell & Land, Inc., Pittsburgh advertising agency, and will operate that office as a branch. The present personnel will be retained and augmented. John B. Bissell will be vice-president and Leon D. Hansen in charge as manager.

### Dayton Spice Mills to McMullen, Sterling & Chalfant

The Dayton Spice Mills Company, Dayton, Ohio, producer of Old Reliable Coffee, has placed its advertising account with McMullen, Sterling & Chalfant, Inc., New York advertising agency.

## WHEN THEY BUILD IN SPRINGFIELD THEY SPEND \$60,000!

Word comes from the President of the Springfield, Massachusetts, Real Estate Board, and other leading realtors, commissioned by House Beautiful to determine building activity among our subscribers, that eight homes are under construction to cost from \$12,500 to \$120,000. To be specific:

One at \$ 12,500 . . . . .	\$ 12,500
Two at 30,000 . . . . .	60,000
One at 38,000 . . . . .	38,000
Two at 75,000 . . . . .	150,000
One at 100,000 . . . . .	100,000
One at 120,000 . . . . .	120,000
Total (Eight Houses) . . . . .	480,500
Average . . . . .	60,000

Almost a half million dollars going into new homes for eight House Beautiful subscribers, to say nothing of furniture and furnishings, draperies and awnings, shrubs and bulbs . . . and the thousand and one things that are purchased when such homes are built. And while eight are building, other potent purchasers among House Beautiful's subscribers are modernizing, still others redecorating and refurnishing, and more planning to build or remodel.

And this is a story that can be duplicated, more or less exactly, in every House Beautiful town and city. For House Beautiful readers in Springfield are typical of the cross section of financially able upper middle class, who have the will to buy and the means to make their will effective, and who look to House Beautiful for guidance in matters pertaining to building, furnishing, decorating and planting.

(Dodge Reports for 4 years [1925-1929] show the average Springfield home costs \$7,506. Compare this with the cost of the eight homes building for House Beautiful subscribers.)

Circulation 100,000 (A.B.C.) and More . . . Rebate-Backed . . . Guaranteed

# HOUSE BEAUTIFUL

THE HOUSE BEAUTIFUL PUBLISHING CORPORATION

A Member of the National Shelter Group

EIGHT ARLINGTON STREET • BOSTON, MASSACHUSETTS

# Why Do Employees Buy Stock?

What Benefit Is There from a Loss Guarantee If They Are Afraid to Cancel and Displease Their Employers?

**E**Mployee stock ownership plans, when they are formulated, are usually based on two expectations: It is hoped that the employees' investments will prove profitable; it is hoped that their financial interest in the company will lead to an improved morale.

But why do employees buy stock? For a number of reasons, of which two are probably outstanding: The employee hopes to make a sound and profitable investment; he hopes that the management will note his thrift and faith in the company and that this will be a factor when increases in salary and more responsible positions are under consideration.

For many reasons, it sometimes happens that the purchase of stock in the organization for which he works does not prove immediately profitable to the employee. To the contrary, the market price of the stock may take a sharp drop comparatively shortly after he has made his purchase. The employee begins to wonder whether he was wise in thus investing his money.

Naturally, such a state of mind tends utterly to defeat the objects the management had in mind when it formulated the stock purchase plan. And because management is usually far-sighted, many of these employee stock purchase plans contain a clause which protects the employee against loss and which guarantees that he may get at any time the money he originally paid for the securities.

Under these circumstances, the natural thing for management to do is to sit back in serene contentment when its securities show a downward trend in market price, that is insofar as the effect this may have on employees. Our employees haven't a single thing to lose, management reasons. They may have their money back at any time. They can't lose even the proverbial red cent. How, then, can fluctuations in the price of our securities adversely affect the mo-

rale of our employees?

The answer is that a downward trend in the market price of a security may harm employee morale, even though there is a guarantee against employee loss, because the employee dislikes to take advantage of the guarantee. Management must remember that, as has already been pointed out, a most important reason why employees buy stock in their companies is because they feel that to do so will put them in a favorable light with the management. Conversely, they are likely to feel that to sell the stock, particularly when its price is dropping, will be looked upon higher up as an expression of lack of faith in the management. So they hold on to their stock.

The new management of the United Cigar Stores Company has recognized this trait in human nature. The company has outstanding several employees' and agents' stock subscription plans, under the terms of which company stock was purchased at prices greatly in excess of the present market value. "For the most part," a current report of the corporation states, "the subscriptions were cancellable at the election of the subscriber, and in the event of cancellation the company was obligated to return the amount paid, together with interest."

"Employees and agents were reluctant, however, to cancel their subscriptions in fear of jeopardizing their position with the company. This situation was seriously affecting the morale of the organization. The directors determined that, in justice to its employees and agents, and in the best interests of the company, this unfortunate situation should be ended by expressing to employees and agents the company's entire willingness to cancel their subscriptions."

Perhaps a similar expression of policy might well be made by the directorates of other corporations.

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**Thorough Trading Area Coverage Through One Newspaper!**

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# Retail Sales Up in Milwaukee!

**A**LTHOUGH department stores in the Seventh Federal Reserve District reported an average decrease of 2% in November sales compared to the same month in 1928, Milwaukee stores gained 3.7%!

As usual Milwaukee's highly diversified industries — backbone of the city's buying power — are still humming with greater activity, still employing more workers, creating more spendable money than in January a year ago.

All business barometers indicate "better than average" sales conditions in the Milwaukee-Wisconsin market during 1930. And Journal coverage enables you to get your share at one low advertising cost!

**THE MILWAUKEE JOURNAL**  
**W FIRST BY MERIT W**

---

**Read by More Than Four Out of Five Milwaukee Families!**

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# Needed: More Reason-Why Copy for Luxury Products

Now Is the Time to Shift Emphasis Back to Copy with More and Better Sales Arguments

By H. H. Raynor

Managing Director, Angela Varona

THE day has arrived when the advertiser of a luxury product must be as exacting in his demands for "reason-why" copy as the advertiser of the most plebeian product.

If I were a thorough believer in this matter of cycles I would say that for the luxury manufacturer a certain cycle is coming to a very definite close. For some years, advertisers in the higher price fields have laid strong emphasis on atmosphere, a tricky word in itself and the expression of an even trickier idea. All of them quite consciously have been imitating a few high class retail shops which have been able to conduct their businesses successfully without a vulgar display of the usual commercial indications of proprietorship. They have believed that there was something essentially lowering about any effort to give in advertisements reasons why a product should be purchased. Somehow, such arrant public display of a desire to sell seemed to detract from the atmosphere of quality which they felt is so essential as an adjunct to the luxury product.

As a result, we have observed the strange phenomenon of a certain group of advertisers seemingly ignorant of the fact that an advertisement is primarily designed to sell merchandise, whether that merchandise is bought by the shop girl or the millionaire's wife. Of course, these advertisers have not been ignorant. Instead they have quite consciously sought to eliminate copy as copy is usually known, or at least to write a type of copy which made apparently smart generalities (and as few of these as possible) do the work of sales arguments and have relegated them to a purely accessory position.

Indeed it has not been uncommon to find advertisements which consisted of a picture (always in the most modern, or what some advertiser considers the most modern technique) and nothing else beyond the name of the product and the name of the manufacturer. The impression given by these advertisements has been that the manufacturer is saying, "Here it is. My name is enough to guarantee that this is a product which you must buy."

## *Fine for the Artists*

The artists, of course, have enjoyed themselves. They have not been restricted by anything in particular except the size of the page on which the advertisement was to appear. The result has been some remarkably beautiful and also some remarkably ugly illustrations which have been devoid of sales appeal.

It is my belief that there are definite indications that the time is rapidly passing when beautiful art work and modern typography are sufficient to sell a product which appeals primarily to wealthy people.

One field which has been particularly noted for its effort and ability to build the necessary atmosphere of luxury in its advertising has been the perfumery field. Several perfume advertisers, indeed, have gone so far as to use copy written entirely in French, a language which is not intelligible to a great many of their prospects.

In spite of this advertising—or perhaps because of it—this industry today is witnessing a heavy trend toward the purchase of perfumery in bulk, a definite indication that buyers are becoming interested in hard economic facts. Certainly if a large group of women swing to bulk buying the manufacturer should accept this as an indication

## How's this for Economy?

For 45c a line you can place your advertising before two-thirds of all the families who live in cities, towns or on farms, in the central two-thirds of Iowa

*with the  
230,000  
circulation  
of The  
Des Moines  
Register and  
Tribune*

that reasonless copy has little appeal.

Another indication, more subtle and yet just as marked, is the fact that the mediums which have been carrying the bulk of the luxury advertising show, in their advertising pages, a distinct trend toward reason-why copy.

Still another indication to be drawn from the advertising pages of these mediums is the success of certain manufacturers in pushing their products from mass markets into the luxury markets without losing their mass sales. They have succeeded in this by their ability to carry over from their mass advertising the same kind of logical sales arguments that made them so successful in building volume. They don't always carry over the same arguments, but when they shift their attack to suit their new audience they use their old reason-why tactics.

The advertiser who cannot be bothered with copy when selling to the wealthy labors under the impression that the possession of large sums of money somehow dims the buyer's shrewdness. A little investigation among retailers selling to the highest class of trade will show that some of the most careful buyers today are to be found among the wealthy. To be sure, there are plenty of rich people who buy with little discrimination and who are greatly influenced by so-called smart intangibles. The interesting fact to remember is that this section of the luxury advertiser's audience will not be alienated by reason-why copy since they have not been particularly influenced by atmospheric advertising.

If there were no indication, however, that the recent type of advertising is on the wane I should still believe that the luxury advertiser of 1930 needs more reason-why and less atmosphere. Basic buying motives which are predicated on certain needs cannot be changed merely by the acquisition of wealth. While Mrs. O'Grady buys to feed her body, Mrs. Van Gerdy buys to feed her soul or that part of her soul which purrs when stroked the right way. It is only reasonable to realize that she is

just as much influenced by sales arguments which appeal to her particular needs as her less fortunate sisters are influenced by more prosaic arguments appealing to theirs.

So long as advertisements are built to sell products, just so long will copy be the really important element in an advertisement. To throw away the value of copy for the sake of creating atmosphere is unsound, economically and psychologically, although the advertiser who slights copy does so because of his belief in the psychological value of atmosphere and feels that this value will be destroyed, somehow, by the introduction of unhappy commercial insinuations.

Finally, it is possible to point to a number of advertisers who have used their copy to build atmosphere and at the same time to sell. It is an interesting fact that most such advertisers in luxury fields have been highly successful.

I believe that the luxury advertiser will have to work harder for business in 1930 than he has had to work in several years. I believe further that the advertiser who uses reason-why rather than atmosphere will be the one who wins his 1930 battles.

### R. F. Degen with Frederick Stearns & Company

Robert F. Degen, for the last eleven years advertising manager of George Borgfeldt & Company, New York, has joined Frederick Stearns & Company, Detroit, as manager of its toilet goods division. He will direct the marketing plans of the Day Dream, Pleville and other toilet lines of the Stearns Company.

### Lockwood Brackett Account to Badger and Browning

The Lockwood Brackett Company, Waltham, Mass., importer and manufacturer of Laco products, including Castile soap, olive oil, Castile shampoo and sterilized baby powder, has appointed Badger and Browning, Inc., Boston advertising agency, to direct its advertising account.

### Collins & Aikman Account to N. W. Ayer

The Collins & Aikman Corporation, New York, Ca-Vel fabrics for automobiles and furniture, has placed its advertising account with N. W. Ayer & Son, Inc.

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V. Ayer

Jan. 16, 1930



# Yes, Harping Away on the Same String!

WHAT a profitable string, too, for the advertiser who takes quick advantage of opportunity.

A million customers have shifted their buying power to Florida for the winter and spring.

For weeks, as many as *4,000 persons a day* have been arriving—going to all parts of the state—and wherever they go is “Florida’s Foremost Newspaper.”

So, advertising in The Florida Times-Union retains the buying power for the products which were a buying “habit” in the north.

Even a quick schedule for February, March and April, will accomplish much, and will make a strong foundation for a continuing campaign to all-year residents—through—

**The Florida Times-Union**  
JACKSONVILLE, FLA.

Represented Nationally by  
REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

# First in this greatest of Chicago's automotive years

**F**OR the last nine years the automotive industry has chosen The Chicago Daily News as its first Chicago daily medium. Throughout these years, which have witnessed much of the progress of the automobile from a luxury unit for the handful to the accepted necessity for the many, the automotive industry has hewed to the same line—constantly increasing its merchandising effort in the great Chicago market—constantly increasing its advertising lineage in The Chicago Daily News. And in 1929—this greatest of Chicago's automotive years—the media question in Chicago was never more definitely answered.

During 1929 the automotive advertisers of America placed 1,056,987 lines of display advertising in The Chicago Daily News—134,918 lines more than in any other Chicago daily newspaper—by

## THE CHICAGO

*Chicago's Home News*

*Advertising  
Representatives:*

NEW YORK  
J. B. Woodward  
110 E. 42d St.

DETROIT  
Joseph R. Scolaro  
3-241 General Motors Bldg.



91,780 lines the greatest yearly automotive lineage in Daily News history. Judge this remarkable 1929 lineage in the light of a long-standing record for results. Never was it clearer for automotive advertisers—as indeed for advertisers in every field—that here in Chicago is a market that **BUYS** and here in The Chicago Daily News is a medium that **SELLS**.

# GO DAILY NEWS

s Home newspaper

**SAN FRANCISCO**  
C. Geo. Krogness  
Crocker 1st Nat. Bank Bldg.

**ATLANTA**  
A. D. Grant  
711-712 Glenn Bldg.

**Member of The 100,000  
Group of American Cities**

**this paper  
is READ by**

# **Master Farmers !**



**WHEN** H. C. Gaden, Dewey County, Oklahoma, Master Farmer, was called upon to respond to his introduction at the Fourth\* Annual Master Farmer banquet held in honor of the twelve Oklahoma Master Farmers of 1929, at Oklahoma City on January 3rd, he said in closing:

"When I need spiritual advice, I consult my pastor; when I need financial advice, I see my banker, and when I want to know anything about farm problems I consult The Oklahoma Farmer-Stockman."

Master Farmers, like those 197,162 other Oklahoma farmers who have not yet attained that honor, consider The Oklahoma Farmer-Stockman the most influential farm paper in the state. This accounts for the fact that in nearly seven out of every ten farm homes in the state The Oklahoma Farmer-Stockman is the most carefully read paper received.

**THE OKLAHOMA FARMER-STOCKMAN**  
 THE OKLAHOMA PUBLISHING COMPANY  
 THE DAILY OKLAHOMAN Bldg. OKLAHOMA CITY TIMES  
 National Representative Elmer Special Advertising Agents

\*The Oklahoma Farmer-Stockman, which conducted this banquet, originated the Master Farmer movement in Oklahoma in 1926.



# Contests Don't Stir Prickles on the 1930 Salesman's Spine

The Efficient Modern Salesman Is Taking Much of the Adventure and Fun Out of Selling

By George Biggs

**S**PEAKING of sales contests, I have participated in a few of them and have occupied a seat in the judges' stand on more than one occasion. Letting memory wander back, sometimes it seems the entire past fifteen years have been one hectic succession of special campaigns interspersed with Kelly Kontests, ball games, horse races and Kwota Kwalifiers. Out of one and into another. Just how much business do these artificially alliterative competitions build, I wonder?

I remember getting considerably steamed up over my first one. We were called into the Omaha branch office one dreary March day and listened with mixed feelings to a stirring address by our division manager on the subject of towns in which we had no contract dealers. The exact number has been forgotten, but it was impressively large. I can still feel the rush of blood to my unnecessarily prominent ears during the few minutes in which my own territory was under discussion and in that short time was born the high and holy resolve that such things should not be for long.

Tom Berry, on the other hand, did not seem to be affected to any like degree and even took time for a short nap behind my sheltering shoulders. Later that evening while I was zealously scanning my prospect file to see what could be

done to correct the situation, Tom was engaged in stirring up a penny ante "Kontest," which worked out, I was reliably informed, about as much to his profit as anything else he could have done with his time.

Tom had been through these things before, accounting somewhat

for his ennui; but, aspiring cub that I was, there was a never-to-be-forgotten thrill on the next morning when our supervising officials announced a Kontract Kontest—the greatest and biggest and most superlatively staged in the history of the Omaha branch! Briefly, we were to exchange territories for a ten-day period, Omaha and Sioux City were to team up against Kansas City and Wichita, each man was to have an assignment of ten towns in some other salesman's territory.

Finally there was to be a banquet and \$20 prizes for every man from the winning branches, with a capital prize of \$50 for the lucky citizen who first placed contracts—excuse me, "Kontracts"—in all of his ten assigned towns.

Hot on the trail of that fifty piastres, I departed from Omaha by the earliest train, my first stop being Kanarado—a euphoniously named community located exactly on the dividing line between Kansas and Colorado. I landed Sunday night, too late to find anyone to listen to my sales arguments, but six-thirty Monday morning

**MR. BIGGS**, who is associated with one of the large oil companies, has been studying salesmen for many years—ever since he started out as a cub himself. He has seen the salesman change from a roistering, enthusiastic chap who got real fun out of his job into a quiet, efficient machine. The old type got the business in spite of blizzards and train schedules. The new type is a business getter, too, Mr. Biggs admits. But he thinks the 1930 type is missing something.

*What has this to do with contests? Read about the Kontract Kontest which Mr. Biggs won—almost—and you'll understand.*

found me at grips with old man Joergensen, proud owner and manager of the only garage in town. That morning had dawned cold, raw and blustery, and more than once during our interview my prospect wandered to the door, gazed pessimistically into the Northwest, spat tobacco juice into the teeth of the rising gale and opined that we were in for an "old fashioned tail twister"—bad news that did not register much with me. I wanted an initial order and a contract from brother Joergensen, regardless of consequences, and extraneous matter like the weather had no bearing on the question at issue. About ten-thirty I saw a look of dawning comprehension cross his rugged features—the well known "signal" to which salesmen have thrilled since Marco Polo's time, I have no doubt—and I began to bear down hard for an order.

There was a train to the East at noon, and as I tucked Mr. Joergensen's contract away preparatory to starting for the station he asked where I might be bound. I replied that Selden was my next stop, where I hoped to close another contract and then take the midnight train on to Norton.

"Take my advice, Bud," as he again scanned the murky heavens, "we're in for an old-time blizzard that'll be thicker than goose feathers before night. If this train gets through you better get in to Norton and lay up there until it blows over. There's no hotel at Selden and you won't look so pretty tucked away in a snowdrift tonight."

Ignorance of the vagaries of Western Kansas weather, rather than any heroic strain in my make-up, was my only excuse for disregarding his well-meaning word of caution, but at nine-thirty that evening I began to regret my rashness. I had just got Barney Pierson's signature on a contract, together with a nice qualifying order and a direct-mail campaign, when the local station agent dropped in and asked Barney for his rope.

"The six-thirty train is coming through," he explained, "and the way she's blowing I'll need your

rope and some help to get to the depot."

I ingenuously inquired what the rope was for and was told the venture across an open space of some 200 feet was too risky to be attempted. The strategy was to attach a long rope to a post near the corner of the last building on the street and, with the other end tied about his waist, the agent would prospect forth in the storm and darkness looking for his depot. If one should lose his way—well I am not attempting any description of a blizzard or its consequences out on those Western plains. A few weeks later I learned that over 3,000 head of cattle were frozen to death in the immediate vicinity of Selden that night.

Barney and I had become boyhood chums during that long afternoon and evening and he urged me to stay the night with him, but I saw a prospect of getting through on this delayed train and prepared to follow the agent on his perilous venture. After two fruitless tries his objective was located and, following his lead, I tucked the rope under my arm and trailed him to the comparative calm of the lee side of the depot, with no more serious results than the loss of much breath and a face badly stung by the flying snow particles.

#### *A Customer on the Train*

Further details of train schedules and conversation with garage proprietors might be boresome. It is sufficient to record that we reached Norton, normally two hours' travel, at two the next afternoon. During the long morning, our train marooned in a snow drift, I fell to talking with one of my fellow prisoners and learned he was Dolph Smith, Dodge dealer at Phillipsburg, one of the towns allotted to me in the Kontest. Well, brother Smith owned some tires when I disembarked at Norton that afternoon and that made three of my towns marked off the doubtful list—and several hours to work before night.

By this time I was hot and my prospect in Norton could not resist very long. I had his contract and was trying to persuade a livery-

man to drive me across to Lenora before 5 P. M. That was out of the question, but the next morning I rented a horse and rode—or rather floundered—the twenty miles to the scene of my next labors. Here another contract was the reward of a long and persistent solicitation and my job was half done. The remainder of the week found me, mounted like Ichabod Crane, on my antiquated charger, covering towns with the celerity of a monkey on a stick. Ten towns—ten contracts—all with dealers who had previously not handled our line. With a righteous glow of satisfaction over a hard job well done, I dispatched Bucephalus back whence he came and beat it for headquarters.

The lobby was filled when I arrived at my hotel, none of the guests seeming to have much to do and all of them bearing that intangible stamp marking them as knights of the grip. In a far and crowded corner, peacefully playing pinochle, was Tom Berry. He and the rest of the cohort had been snowbound all week. At the desk a telegram, five days old, advised me the Kontest had been called off Monday night on account of bad weather conditions prevailing over the whole territory.

So my first sales contest passed into history but I have never forgotten the almost berserk frenzy with which I battled storm and impassable roads and impossible dealers under its stimulus. As the years unrolled, other brilliant schemes of other managers translated themselves into other contests and in each case, I will heartily testify, some of the old thrill returned and I gaily fared me forth and slew a few Philistines—though I have never covered my territory on horseback since the first time.

Which may lead to the conclusion that sales contests are valuable stimulants for the field men and that I favor them. But that conclusion does not naturally follow. The salesman of today is of a different breed of cats than those of a decade ago. The more I see of these cool, crisp, sophisticated young hellions who pass in end-

less procession through my office—our own men reporting, new men looking for jobs, outside men trying to sell me something—the more I am convinced that the new generation has something we did not possess, knows something we did not know. Their close-cropped mustaches, their steady disconcerting eyes which look through and not at one, the fact that most of them were reared in the city instead of the country, their taciturnity, their familiarity with automobiles since earliest youth, the increasing number of them who nonchalantly and regularly travel by air, the almost total absence of elk's teeth or other secret order insignia dangling from their watch chains—all these things make up a set of facts marking a wide margin of difference between them and ourselves—earthbound relics of an obsolete and outmoded economic order.

### *Have We Lost Something?*

The newer generation has put away childish things. And whether this be the chattering wail of a petulant patriarch or not, the change has not been altogether satisfying. Something of the open-handed, open-hearted joy of living and working has left us with the advent of these dispassionate, calculating young Apollos with their lifted eyebrows and their cleft chins, their—let's be frank about it—tolerant air of superiority. They are business getters, no one will deny them that, but hang it, they can't seem to play while they are at work like we did. They attend sales meetings triggered out in spats and derby hats, listen politely while we old-timers expound the gospel of our house and our line and the details of our next marvelous and epoch ending Zeppelin Zales Zstimulator (that's no exaggeration and is taken verbatim from a house organ now on my desk), then they drift unobtrusively out to follow their own devious ways until the morrow. Gone are the days when an eager crowd ganged the speaker's desk at the close of each session, asking further details of our plans for the

coming campaign, yelping over discriminatory rulings, volunteering information on how our products and policies are being received by dealers, bragging and betting with each other over their chances in the coming contest, volubly repeating what "I says to him" and what "he says to me."

These self-sufficient, 1930 model chappies do not respond to the merry old appeals which were perfectly adequate to stir all the prickles along our spines. When we brew up a perfect whiz of an idea and toss it out at a meeting for their politely bored inspection, we get something of the reaction expressed by my oldest boy (aged ten) a few days ago when the Tell-Me-a-Story Lady was burbling about Santa Claus. "Dad," inquired this precocious young skeptic, "does anybody take any stock in that old hokey?"

These changing times! This younger generation! How hopeless is our task of directing or even understanding them! Petulantly the old men of all ages have railed against youth and its madness and their complaining has been ascribed to the querulousness of senility. But this is a deeper complaint. It is a failure of youth of today to respond to the play-in-work stimulus, never failing recourse of the pedagogue since the beginning. This is a phenomenon of an age tuned critically to the economic appeal, an age in which *quid pro quo* is the first question and the final answer.

A university football coach told me a few weeks ago that "the old hokum" does not work any more. When he wishes to get any extraordinary effort from his charges he no longer makes the impassioned appeal to loyalty to dear old Siwash. He gets better results by passing the quiet word around that some noted promoter or sport writer is in the stands.

A new age! They have upset all our economic theorizing, learned that we can prosper best, not by saving, but by spending. They have kicked our Euclidian geometry into the discard and told us solemnly of the limits to space, proving that a straight line is not

the shortest distance between two points. Recently a German physicist split up an atom of hydrogen into hitherto unknown components, thus rendering obsolete everything we learned about chemistry through four toilsome years. Next they will wipe the spots off the leopard and change human nature. Already they have made a good start by making over our old, roistering salesman into a quiet, efficient machine, specialized to the producing of business with the least fuss and feathers—and the change is not altogether a happy one. I, for one, would go back to the day when there was originality and danger and limitless opportunity and high adventure in every day's pioneering after the elusive order.

### More of Remington Rand Account to Lennen & Mitchell

Lennen & Mitchell, Inc., New York advertising agency, has been appointed to handle the entire advertising account of the Remington Rand Business Service, Inc., Buffalo, N. Y., except for trade paper advertising, which will continue to be handled by Addison Vars, Inc. Through this appointment, Lennen & Mitchell, who have been handling this company's institutional and noiseless typewriter advertising, will also handle the advertising of the Systems Division and Accounting Machine Division as well.

### H. A. Lebaire, Vice-President, Arthur Hirshon Agency

Harold A. Lebaire, for many years a partner in the advertising agency of Sherman & Lebaire, New York, has become vice-president of The Arthur Hirshon Company, Inc., advertising agency, also of New York. Mr. Lebaire has recently been with The Paul Cornell Company, Inc., New York, as vice-president.

### Aetna Casualty Account to Croot Agency

The advertising account of the Aetna Casualty and Surety Company, Hartford, Conn., is now being handled by the Samuel C. Croot Company, Inc., New York advertising agency.

### Vita Glass Appoints Lyddon, Hanford & Kimball

The Vita Glass Corporation, New York, has appointed the New York office of Lyddon, Hanford & Kimball, Inc., advertising agency, to direct its advertising account.

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## The Seamy Side of the Gold Coast

On its famous Gold Coast is concentrated much of Chicago's vast reservoir of wealth. Great homes and towering apartment buildings shelter the possessors of millions from envious eyes directed from passing buses.

But the Gold Coast has its seamy side—jostling the mansions of the rich are dingy homes where the lingering smells of a thousand cheap but filling meals is the only incense ever known. Here is contrast and a clue to successful selling in the Chicago market—knowing where and why these contrasts occur in Chicago is a priceless asset to sales executives

If, to put it metaphorically, you have been trying to sell spaghetti on the Gold Coast and jewels on Wells Street, you will welcome the Boone Man and his unmatched *knowledge* of the Chicago market.

Chicago has persisted in its preference for the Chicago Evening American for nine years—long enough, we submit, to dispose of any doubt of the lead being kept.

**C H I C A G O  
E V E N I N G  
A M E R I C A N**

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newspaper

National  
Representatives:

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# 76 banks and trust companies invest their advertising dollars in Evening Journal space!

**B**ANKS and trust companies demand substantial returns from their investments. It is significant that 76 of them repeatedly invest their advertising dollars in Evening Journal space. Evening Journal readers have plenty of money . . . not only to save, but to spend for merchandise of every description.

The Evening Journal is read in more than 600,000 New York homes of the better type. These families make up the largest evening newspaper reading audience in America. Certainly their patronage is well worth cultivating by advertising in the newspaper they read each evening.





**BANKS AND TRUST COMPANIES THAT  
ADVERTISE IN THE NEW YORK  
EVENING JOURNAL**

Bank of America  
Bank for the Manhattan Company  
Bank for Savings  
Bank of United States  
Bay Ridge Savings Bank  
Bowery Savings Bank  
Brevoort Savings Bank  
Broadway National Bank &  
Trust Co.  
Bronx County Trust Co.  
Bronx Savings Bank  
Brooklyn National Bank  
Brooklyn Savings Bank  
Brownsville Savings Bank  
Central Savings Bank  
Chase National Bank  
Chatham-Phenix National Bank  
& Trust Co.  
Citizens Savings Bank  
City Bank Farmers Trust Co.  
City Savings Bank  
Claremont National Bank  
Commercial National Bank &  
Trust Co.  
Commonwealth Savings Bank  
Corn Exchange Bank  
County Trust Co. of New York  
Dime Savings Bank of Brooklyn  
Dime Savings Bank of  
Williamsburg  
Dollar Savings Bank of the City  
of New York  
Dry Dock Savings Institution  
East Brooklyn Savings Bank  
East N. Y. Savings Bank  
East River Savings Bank  
Emigrant Industrial Savings Bank  
Empire City Savings Bank  
Equitable Trust Co. of N. Y.  
Excelsior Savings Bank  
Flatbush Savings Bank  
Fordham National Bank  
Fordham Savings Bank

Franklin Savings Bank  
Greater N. Y. Savings Bank  
Greenwich Savings Bank  
Guaranty Trust Co. of N. Y.  
Harlem Savings Bank  
International Germanic Trust Co.  
Interstate Trust Co.  
Irving Savings Bank  
Italian Savings Bank  
Kings County Trust Co.  
Lafayette National Bank  
Lefcourt Normandle National  
Bank  
Lincoln Savings Bank of  
Brooklyn  
Manhattan Savings Institution  
Manufacturers Trust Co.  
Melrose National Bank  
Metropolitan Savings Bank  
Metropolitan Trust Co.  
Mutual Savings Bank  
National City Bank of N. Y.  
New York Clearing House  
New York Savings Bank  
North River Savings Bank  
North Side Savings Bank  
Prudential Bank  
Public National Bank & Trust Co.  
Roosevelt Savings Bank  
Seamen's Bank for Savings  
South Brooklyn Savings  
Institution  
Sterling National Bank & Trust  
Co.  
Straus National Bank & Trust Co.  
Title Guarantee and Trust Co.  
Union Bank of Bronx County  
Union Dime Savings Bank  
Union Square Savings Bank  
United States Savings Bank  
West Side Savings Bank  
Williamsburg Savings Bank

# NEW YORK EVENING JOURNAL

REPRESENTED NATIONALLY BY THE  
RODNEY E. BOONE ORGANIZATION



# First in the World in Advertising in 1929



**For 16 Consecutive Years The Detroit News  
Has Been Either First, Second or Third  
in Advertising in America**

**F**INISHING 1929 with a volume of 32,653,502 lines, The Detroit News again leads the entire world in advertising, surpassing leading newspapers in cities such as New York and Chicago. This is the SEVENTH time The News has been first in advertising and the sixteenth consecutive year in which it has finished either first, second or third . . . a record unique in the annals of American journalism.

This remarkable accomplishment still further emphasizes the importance of The News' thorough home coverage in the Detroit field, and the unique opportunity it offers advertisers to adequately cover this fruitful market with one newspaper.

## The Detroit News

THE HOME NEWSPAPER

*New York Office*

I. A. KLEIN, 50 E. 42nd St.

*Chicago Office*

J. E. LUTZ, 180 No. Michigan Ave.

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# Why Retailers Persist in Featuring Price in Their Advertising

Should or Can the Practice Be Stopped?

By Clarence Wagener

THE proverbial inability of parents to understand their children, and vice versa, has nothing on the disparity of opinion that exists between the manufacturer and the retailer on the subject of retail price advertising. Should or can the retailer get away from price advertising? Let us examine in some detail the opposing viewpoints and, perhaps, draw a few conclusions.

But first let us clear the atmosphere by defining what is meant by retail price advertising. It is the use of prices in the advertising placed and paid for, in whole or in part, by the retailer. Generally, the whole of the cost is borne by the latter. And this retail price advertising can be divided into three classes:

1. Regular or standard prices, complying with the suggested or nationally advertised prices of the manufacturer.

2. Bargain prices, being below the standard prices, but offered for a limited period only, and generally because of a special reason.

3. Cut-rate prices, whereby commodities are offered more or less continuously at prices considerably lower than the regular or standard prices established or suggested by the manufacturer.

When the use of regular or standard prices in retail advertising is under discussion, manufacturers, by the ways they react, can be divided into two classes: (1) Those who have established retail prices for their products; (2) those who have not. Obviously, the manufacturer, who in his national advertising lists the retail price, can raise no valid objection to the retailer's mentioning the price in the retail advertising. Example, the great majority of automobile manufacturers. Though, of course, the manufacturer here may, and sometimes does protest if the retailer

plays up this price at the expense of other selling talk. But where, for one reason or another, we find the manufacturer making no mention of the retail price in his national advertising, it is not hard to understand why he deplores the use of the price in the retailer's advertising. Example, a strictly new labor-saving device which must be seen and appreciated before the prospective buyer can see any real justification for the price.

But relatively little of the cause of the battle between manufacturer and retailer over retail price advertising can be attributed to instances such as have just been cited. (The defense of the action of the retailer in such cases is covered by what is given later on in this article.) It is an entirely different story, however, when the retailer advertises bargain or cut-rate prices.

## An Open Confession

The advertising of bargain prices is almost wholly bad, viewed from the angle of the manufacturer. To offer good, standard merchandise at below-regular prices is an open confession of the dealer's lack of confidence in the merit of these goods, the manufacturer feels. Instead of resorting to that most drastic of sales cathartics, price reduction, why not try the milder laxative of putting more effort into the general selling talk, both in the advertising and on the sales floor? Such is the reaction of the manufacturer toward bargain prices.

"It is bad enough," says Mr. Manufacturer, "to sell my good goods at bargain prices when you are so unfortunate as to be overstocked or hard pressed for funds, but it is downright unappreciative of you to shout these reduced prices to all who may read when I am doing my best to make it profitable

for you and other dealers to handle my goods at fair, standard prices."

In defending the advertising of bargain prices, the retailer generally puts in the plea of necessity. It is either a case of moving surplus stock or getting more customers into the store. "Rest assured," says Mr. Retailer, "I would gladly be selling your goods at the nationally advertised prices all the time, if I could do so and keep up a nice volume of sales. But with competition what it is, something more than selling talk of quality and performance is required to bring customers into my store. I am forced, at times, to advertise bargain prices."

Who is right and who is wrong? Or do you think, as may be the case, that both are right and both are wrong?

If the manufacturer feels badly about the retail advertising of bargain prices, he is ready to give up and go to bed when he hears mention of the words, cut-rate prices. He can see some slight justification for bargain prices, as reluctant as he is generally to admit it, but absolutely no justification for cut-rate prices. For a retailer to become a "price pirate" is well-nigh unexplainable in terms of common sense, according to the average manufacturer. "Why, if there were no cut-rate merchants there would be a nice profit in my goods for all, including those who now sell and advertise these goods at ridiculous prices," says Mr. Manufacturer. The many attempts of the manufacturers of this country to get Congress to enact laws designed to put cut-rate merchants out of business provide ample proof of the way the manufacturer feels about cut-rate prices.

To the above, Mr. Cut-Rate Merchant makes reply: "You sell your goods to me, knowing, in many instances beforehand, that I shall retail them at below-standard prices. I pay you your price. The goods are then mine. I can give them away, if I am so inclined. Your motive in suggesting that I stick to the established prices, and thereby make more money, may be wholly sincere, but in this day of intense competition

I see more money in it for me by selling large quantities of your goods at the lowest possible prices—and advertising them at these cut-rate prices on occasion."

Again, who is right and who is wrong? Or, by any chance, is each right and yet each wrong?

Having essayed a definition and analysis of retail price advertising, let us see how, in a general way, the manufacturer and the retailer, respectively, view the subject, and what are the bases for the respective viewpoints.

#### *Far Apart in Promoting Sales*

In what they eat, in what they drink, in their manner of living, the manufacturer and the retailer are undoubtedly closely akin. But in the way they go about promoting sales they are far, far apart. The manufacturer has many production problems to consider. Engaged in making the product, as well as merchandising it, he never loses sight of the stress to be placed upon such important factors as quality and performance. His is the job to see that the product is right. In fact, this should be his prime consideration. Isn't it more or less to be expected, then, that in thinking of retail advertising the manufacturer would regard it more largely as a means of informing the public of the merits of the product than as the place to stress the price?

But the retailer is in the habit of patronizing the manufacturer on the assumption that the goods are all that the latter claims for them (or reasonably near so) in the manufacturer's solicitations of orders and in the latter's informative advertising addressed to the consuming public. Hence, the retailer feels quite differently about the way retail advertising should be done. He sees no reason why he should be making a great effort to inform the consumer (this being the manufacturer's job, in the main). Rather, he, the retailer, feels that retail advertising should be strongly conducive to quick action. Which means catchy illustrations, snappy descriptions and playing up the price.

It may be well to elaborate on



this point a bit. When the manufacturer endeavors to sell the retailer, "reason why" selling and advertising appeals are used. The retailer, standing, as it were, *in loco parentis* for the consumer, wants to know what wear and what performance can be expected of the product. And, buying in quantity, the retailer must also be assured that the product will be in demand. Further, the price must be right. Note, please, that the price is not necessarily the primary thing in the retailer's mind. Now the manufacturer, learning through experience that the "reason why" method of advertising and selling must be employed to interest the retailer in the goods, might be expected to assume that the same method could be adopted with great profit by the retailer. In all too many cases the manufacturer, due to his lack of on-the-ground knowledge, arrives at such a false conclusion. So it is not so surprising after all, that the retailer is often berated by the manufacturer for the use of prices in advertising.

Knowing that quality goods sell in such enormous quantities nowadays, the manufacturer assumes that the consuming public, in its buying, looks upon price as secondary. The retailer says that appearances here are deceiving, that within each of the various price classes, price is very often the primary consideration. The manufacturer feels that the retailer, deriving a nice profit from sales of the product, should help create the local demand for it. But the retailer begs to differ, saying that the retail job is largely bringing about action and that retail price advertising is of vital importance here.

Like it or not, this is an age of increasing hurry. Every retailer who has been in business for a decade or more will tell you that each year less and less time is devoted to the purchase per article. For one thing, credit our national prosperity. Also, national advertising undoubtedly deserves a great deal of the thanks for this. People, when shopping, do not dawdle over things the way they used to. They quickly ask the price. So

isn't it only reasonable for the retailer to claim that price is such a big factor in consumer buying that he simply must stress it in his advertising, or see the business go to others?

Perhaps a widespread application of the self-serve idea to retailing merchandise is not so far off as some believe. Certainly, the advertising of hundreds and hundreds of products in the national magazines and over the radio is doing a great deal to acquaint the consumer with the leading characteristics of these commodities, making the job of the retailer less and less that of a salesman and more and more that of an order taker. Before even reading about the product in the local retailer's advertisements, the consumer may know as much about it as the retailer could tell him. The retailer, anticipating just such a state of affairs, sees no reason for including much in the way of sales talk in his advertisements. Rather, describe the product in a few scintillating words, give a picture conducive to action—and the price. Ah, the price, as Mr. Retailer knows, is a big thing with Mr. and Mrs. Consumer about eight times out of ten.

In these days of super-service, when no retailer has it on his competitors in such conveniences as quick, careful delivery of goods, moderate time payments, sumptuous rest rooms and other modern business-getting necessities; when no dealer has exclusive distribution of more than a very few of the well-known products; when the public demands split-second service and is often well informed as to the comparative merits of numerous products of the same general nature—in days such as these what else is there for a retailer to do but to emphasize the price in practically all of his advertising?

At this point the reader may feel like asking the question, "What about those retailers who have attempted to get away from all price advertising?" Sometimes a question will best answer a question. At least the foregoing interrogatory suggests the following: "Haven't the retailers who give no

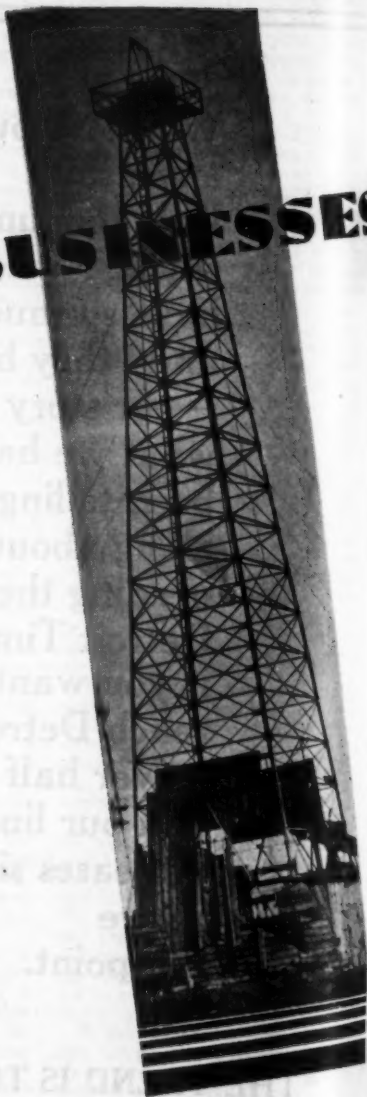
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**\$155,000 EACH**

**O**KLAHOMA CITY'S year-old oil field has 265 wells—60 completed and producing—205 drilling. The average cost of each well when completed is \$155,000. The Oklahoma City field has \$9,300,000 invested in 60 completed wells; is investing \$31,310,000 in its 202 drilling wells; has produced 6,724,850 barrels of oil valued at more than \$11,000,000. Geologists tell us that, beyond question, the Oklahoma City field is the greatest yet discovered in the United States. Figures for November 1, 1929, showed 164 drilling wells and 50 completed wells, with only \$20,000,000 being invested in drilling wells. This indicates the swift development in this field. About \$75,000 of each \$155,000 is paid for labor. In December, 1929, the pay roll for some 2,800 skilled workers in the field was \$22,400 daily, as against \$20,000 for 2,500 workers on November 1, 1929. Another \$20,000 daily goes to clerical workers and general labor. A total of more than \$42,000 daily added to Oklahoma City's buying power! And it's growing daily! It will double during 1930! It is here to stay! All this, on top of the fact that Oklahoma City, even before oil came to it, was recognized as one of America's most promising sales territories! And, finally, remember this—the Oklahoman and Times, with over 5,000 more circulation than all twenty other dailies in this territory combined, including the third Oklahoma City newspaper, will win and hold the really rich, really responsive, 68-mile Oklahoma City Market for you at single, low advertising cost.

**THE DAILY OKLAHOMAN**  
**OKLAHOMA CITY TIMES**  
 The Oklahoma Publishing Co.  
**THE OKLAHOMA FARMER-STOCKMAN**  
 Kansas Special Advertising Agency—New York Chicago Detroit Atlanta Kansas City Dallas San Francisco

**M**ORE financial advertising than both other Detroit newspapers combined.



**T**HAT was the record of The Free Press in 1929. But nothing unusual. Merely the continuation of a record that hasn't been altered since there was such a thing as financial advertising in Detroit.



**T**OTAL financial lineage of The Free Press in 1929 was 1,160,641 lines. Second paper 621,881 lines. Third paper 401,810 lines. (Figures from Media Records).



**E**DITORIAL service offered its readers by The Free

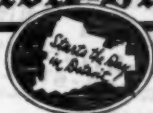
Press represents a complete coverage of all markets and all listed stocks and bonds, including not only the "big board" and the Curb, but local markets and the markets of other important metropolitan centers.



**T**HE Free Press has always been and will continue to be the first thought in the mind of the financial advertiser, and the Detroit investing public in every walk in life.

## The Detroit Free Press

VERREE &  
National



CONKLIN, INC.  
Representatives

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prices in their advertising, in practically every case, gone to economic extremes in offering various types of expensive, and often fanciful service?" There may be a few exceptions, to be sure, where "no retail price" advertising is proving itself economically sound. An ultra-exclusive haberdashery in a big city, where swank is found permeating every cubic inch of the place's atmosphere, may actually thrive under such a policy. But few, indeed, are these exceptions, as every observant man and woman knows already.

### *Enter the Consumer*

Besides the manufacturer and the retailer, there is a third party whose reaction toward, if not his opinion on retail price advertising calls for a certain amount of consideration. Reference is made, of course, to the consumer. He is never asked whether he prefers prices in the advertising he reads over the merchant's signature in the local newspapers. Seemingly, the consumer's likes and dislikes in the matter are of small importance. But are they? Here it is truly a case of actions speaking louder than any words could speak.

National (and to a lesser extent, local) advertising, based as it is upon some of the shrewdest principles of applied psychology, creates a vast number of wants. Never before has the consumer wanted so many things and wanted them so badly. The multiplication of these wants spurts ahead with the speed of a thoroughbred racer, while the increase in the individual's income goes forward with the speed of a tortoise, at least as slowly if not so surely. The wants are ever insistent, thanks to the practically constant stream of advertising which is either passing before our eyes or assailing our ears. But the means of satisfying these wants is limited—pronouncedly limited in the case of most of us.

What is the result? As much as we hate to be bothered about it, we simply must do our best to stretch the dollar. Hence, whatever it is that Mr. or Mrs. Consumer happens to be looking at

with a view of purchasing it, a very, very important consideration is the price. Especially true is this in the case of the average woman shopper.

Even in these days of advanced feminism, the great majority of home managers have to depend upon a somewhat limited portion of their husbands' somewhat limited incomes to procure the necessities of life for the family. Where it can be managed so that there is something left over after the necessities have been bought, there is a chance to enjoy some of the luxuries. And who doesn't want the luxuries even more ardently than the necessities, unless very poor? Is it at all surprising, then, that Mrs. Consumer is generally ready on short notice to battle for bargains; so eager to know the price of the bedspread she adores, or the cost of that pair of shoes Junior needs, or how much is asked for a new electric radio like the one which Mrs. Jones says is such a wonder?

Except where he has exclusive sale on the product under consideration, the retailer knows that the average consumer is going to shop around and see whether the price can be bettered. To stimulate quick decisions, quite a number of the large retailers today not only advertise prices but they announce boldly that they positively will not be undersold (meaning locally, of course). A rather drastic step, this, but in keeping with the trend of consumer buying. Advertise the same goods for a few cents less—and you get the crowds. Pretty conclusive evidence that Mr. and Mrs. Consumer want retail price advertising.

The store that boldly advertises the price is the one that appeals to most consumers. The appeal is of the same definite nature as that of the show window which carries price cards. Nearly all of us consumers appreciate information which enables us to say, right off the bat, "I can get that!" or "Well, it's lovely, but . . ." True, high-pressure salesmanship can often persuade the consumer that he *can* afford the article, provided the price is not mentioned until the last

thing. But many manufacturers and retailers are wide awake to the fact that high-pressure salesmanship is apt to work a lot of harm in the long run. One very effective way to combat this evil is to give the price in retail advertising.

*Should price advertising by the retailer be avoided?* Retail price advertising does mess things up somewhat for the manufacturer—and at times, though not often, for the retailer. It would be a more tranquil, though perhaps less interesting, world if there was no retail price advertising. Apparently a considerable number of manufacturers would prefer to live in such a world. Just as some people would like to see the need for all this getting and spending of money we meet on every hand, a thing of the past. But taking things as they are, why shouldn't there be retail price advertising when two of the three parties affected are for it? Why shouldn't there be retail price advertising when the retailer, by the most practical of evidence, has repeatedly convinced himself it is the only kind of advertising that enables him to build up his volume of sales? "Why, the manufacturer, himself, would soon enough feel it adversely," was the way one retailer of the writer's acquaintance put it, "if there was no retail price advertising. He certainly should be for it."

*Can price advertising by the retailer be avoided?* "Apparently, not," is the answer. Why?

There have been few if any times in the history of the world when price has been of such prime importance to the consumer or buyer as it is right now. With production in nearly every line reaching new high levels, the consumer reigns. In times past, when the demand often exceeded the supply and when the consumer's wants were relatively few, it was not infrequent that the price became secondary (within certain limits) to the consumer. The manufacturer of today, thinking largely in terms of the product he turns out—its many excellencies, its well-merited desirability—fails to see much beyond his immediate

horizon. But the retailer knows how defective is the manufacturer's conception of what goes on in the consumer's mind when the latter is thinking of making a purchase.

The retailer remains in business and grows to the extent he complies with the principles underlying consumer response. Not theoretical principles but those which can be tried out by the retailer in short order. For instance, let the retailer of certain lines of goods dress his windows without including price cards and note the results. Then let him try the same goods later on, but when business activity shows no difference, with the prices displayed. Again, let him note the results. He will find out a thing or two about retail price advertising, which is just what it amounts to when he displays the prices in the show windows.

If the reader wishes concrete evidence let him read of my personal experience when a retailer in a small Virginia town about fifteen years ago. In my main show window I placed on display an assortment of cooking utensils. First, without prices displayed, and a little later, but under identical business conditions, with the prices well displayed. Where the consumer saw exactly what the articles cost, sales were from 25 to 50 per cent better. Time and again, I have seen the thing work just that way. It will not work to the retailer's advantage in all cases. Certainly not. For instance, where the display is of a rather expensive product which needs demonstration and a certain amount of general selling talk to enable the consumer to see wherein the price is justified. But I venture to predict that the day is not so very distant when the majority of the big city department stores will largely reverse their present policy of "no prices in window displays." Why? Because in the long run I am sure they will see there is just as much reason for giving the price in the window when they show the article as for giving the price in the newspaper when they tell about it. If in the

Again

IN DECEMBER  
THE EVENING WORLD  
GAINED  
10,883 LINES

The only trend of which The Evening World is conscious is an *upward* one, for again in December The Evening World was the only standard sized evening newspaper in New York to gain.

You may talk about class...or mass...or the in-betweens, but The Evening World is proving to countless advertisers that the only thing which counts is the sound stability of a foundation reader audience drawn from the *buying* class in *all* income groups...a class that continues to buy under any and all conditions!

**The Evening World**

New York's FOUNDATION Newspaper

Pulitzer Building, New York

TRIBUNE TOWER  
Chicago-

GENERAL MOTORS BLDG.  
Detroit

one case it pays, why shouldn't it in the other?

A further reason, and to my mind one of the most conclusive, why it seems well-nigh impossible for the retailer to get away from price advertising (should he ever so desire) is the great flexibility of this selling point. Where can anything remotely resembling a substitute be found for this great stimulator of business? What else among the varied sales helps is so productive of quick results when the shelves are groaning with goods and the warehouses are full to bursting and the old cash register is ringing all too infrequently? In what other way, besides advertising the price, can out-of-season and out-moded goods be got rid of with dispatch?

After all, Mr. Manufacturer, don't you think the retailer has a pretty good case? Don't you think that if you were in Mr. Retailer's shoes you would be giving the price in just about 95 per cent of the retail advertising for which you paid your good money? If you still think the retailer is wrong, let me assure you that throughout the United States there are thousands and thousands of retailers, big and little and in-between, who would take great delight in giving you a practical on-the-spot demonstration of *WHY* they, despite all your protestations, persist in playing up prices in their advertising.

#### New Accounts for Byerly Agency

The General Wheelbarrow Company and The France Manufacturing Company, both of Cleveland, and The Denso Specialty Paint Manufacturing Company, Independence, Ohio, have appointed Oliver M. Byerly, Inc., Cleveland advertising agency, to direct their advertising accounts. Magazines will be used on the France company account, featuring its Ozo air purifier. Trade papers and direct mail will be used on the other two accounts.

#### B. C. Budd with Tyson Agency

Benn C. Budd, formerly with the F. J. Ross Company, Inc., New York, and The Powers-House Company, Cleveland, advertising agencies, has been made director of marketing of O. S. Tyson & Company, Inc., New York advertising agency.

#### To Merge Sporting Goods Publications

National Trade Journals, Inc., New York, has purchased *Sporting Goods Illustrated*, Chicago, and has consolidated that publication with the *Sporting Goods Journal*. The first issue of the combined publications will be published in February under the name of *Sporting Goods Illustrated-Journal*.

Harry Tilton, editorial director of the *Sporting Goods Journal*, will continue in that capacity for the combined publications, with headquarters at New York. A Western editorial office has been established with Ames A. Castle, former editor of *Sporting Goods Illustrated*, as Western editor. Donald H. Parsons will continue as general manager of the combined publications. He formerly was general manager of *Sporting Goods Journal*.

#### Appointed by Canada Dry Western Sales Company

Carl F. Silverstein has been appointed advertising manager of the Canada Dry Western Sales Company, Inc., of Los Angeles.

Mr. Silverstein has been identified with the food industry in Los Angeles for the last ten years, having previously been with the H. Jevne Company and with Haas, Baruch and Company.

#### J. F. Hanratty, Promotion Manager, Bell Syndicate

Joseph F. Hanratty, formerly promotion manager of the Cleveland *News*, has joined The Bell Syndicate, Inc., New York newspaper features, as promotion manager. Before joining the *News*, he was promotion manager of the Christy Walsh Syndicate, the King Features Syndicate and the New York *American*.

#### "Oral Hygiene" to Publish Spanish Edition

Oral Hygiene Publications, Pittsburgh, Pa., through the recently incorporated Oral Hygiene International, Inc., will publish a monthly edition in Spanish to cover the Latin-American dental profession and trade.

#### Mrs. G. E. Forbush with Arthur Hirshon Agency

Mrs. Gabrielle E. Forbush has joined the copy staff of The Arthur Hirshon Company, Inc., New York advertising agency. She was formerly with Addison Vars, Inc., also of New York.

#### Nat Rothstein, Vice-President, Boroughs Landfield

Nat Rothstein, formerly advertising manager of the Universal Picture Corporation, has joined Boroughs Landfield, Inc., Los Angeles advertising agency, as vice-president and account executive.

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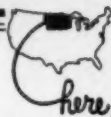
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## "82% of our dealers\* received the quantity bonus this year."



This is the statement of a division of a large farm equipment concern in the Northwest which reports that business during the past year "has been wonderful." This bonus, regardless of volume, it is added, "is paid only to dealers who pay up all of their pre-year indebtedness and pay for all of the merchandise that they have purchased during the current year."

Only prosperous farm conditions can support a condition of this kind.

"We are at the present time preparing our plans for 1930. We expect to put on an aggressive drive for an increased business, and we believe the outlook in the Northwest\* warrants such action."

The statement quoted above comes from one of the large wholesale distributors of household specialties in the Northwest. This concern finds that its volume of business for October and November of 1929 is considerably ahead of that of the previous year and its officers predict with confidence that the New Year will see increased prosperity in Northwest farming circles.

["\*The Northwest — Minnesota and the Dakotas —  
where 51.2% of the population live "on the farm"!"]



55 E. Tenth Street, St. Paul, Minnesota

Standard Farm Papers, Inc.  
307 No. Michigan Ave.  
Chicago, Ill.



Wallace C. Richardson, Inc.  
250 Park Avenue  
New York

Member Standard Farm Paper Unit

—Reaching 262,000 farm homes each Saturday!





**1927**

**In 1927**

advertisers found its columns so exceptionally productive that

**The Indianapolis News**

was able to enjoy a Margin of Leadership amounting to

**5,232,165**

agate lines—the largest in its 58-year history . . .

**1928**

**In 1928**

advertisers found its columns so exceptionally productive that

**The Indianapolis News**

was able to enjoy Margin of Leadership amounting to

**5,493,263**

agate lines—the largest in its 59-year history . . .

# 1929

## In 1929

advertisers found its columns so exceptionally productive that

### The Indianapolis News

was able to enjoy a Margin of Leadership amounting to

## 5,552,574

agate lines—the largest in its 60-year history . . .

Every year more advertisers find that,  
***The News . . . ALONE . . . Does the Job!***

*(All figures from office records compiled and mutually agreed upon by the three Indianapolis newspapers.)*

BY O. O. McINTYRE  
 BY ARTHUR BRISBANE  
 BY B. C. FORBES.  
 BY DAMON RUNYON  
 BY CARDINAL CERRETTI  
 BY MRS. CALVIN COOLIDGE  
 BY CHOLLY KNICKERBOCKER  
 BY MERRYLE STANLEY RUKEYSER  
 BY PRUDENCE PENNY  
 BY WINSOR McCAY  
 BY BENITO MUSSOLINI

# BY-LINES

The by-lines which appear seven days a week in the New York American represent probably the most important, most authoritative array of men and women who have ever been gathered together on one sheet ... To the brilliance and weight which they give to the pages of the American add the completeness which the leading news services and the foreign and local staffs give to its news columns ... There you have sufficient reason why the American's circulation, including the million and more who read it every Sunday, is growing—why the American is a prolific sales - builder—why by-lines produce buy lines!

## THE NEW YORK AMERICAN

AS NEW AND AS NEWSY AS NEW YORK ITSELF

PAUL BLOCK, INC.

National Advertising Representative

New York    Boston    Chicago    Philadelphia    Detroit    San Francisco

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# Edward W. Bok Dies

Editor of *Ladies' Home Journal* for Thirty Years—Leader in War on Patent Medicine Advertising—Donor of Harvard Advertising Awards

EDWARD W. BOK, known to most advertising men long before he conceived the plan of the Bok Awards, passed away on January 9 at his Florida home. He was sixty-six years old and had retired as editor of the *Ladies' Home Journal* just a little more than ten years ago.

Those who are acquainted with Mr. Bok's life history, and particularly his experiences as editor of the *Ladies' Home Journal*, must have recalled, when they heard a prominent actress over the radio a few weeks ago, what Mr. Bok looked upon as one of the most startling disclosures of his life. She was a guest speaker and devoted the ten minutes of her talk to a sincere exposition of the cruelties that dumb animals suffer as a consequence of women's demand for furs. She spoke about the horrors

of steel traps, of agonizing deaths, of litters of young left to starve. And she showed how all this suffering could be abolished if women were to forego furs.

Mr. Bok could have told this woman that her cause was a hopeless one. And he would have proved it by telling the following story:

He had investigated women's fashions and had unearthed the origin of the then fashionable aigrette—at that time the most desired of all the feathered possessions of womankind. He had been told of the cruel torture of the mother heron, who produced the beautiful aigrette only in her period of maternity and who was

cruelly slaughtered, usually left to die slowly rather than killed, leaving her whole nest of baby-birds to starve while they awaited the return of the mother-bird. He had in his possession the most heart-rending photographs portraying the butchery of the mother bird and the starvation of her little ones. He published a succession of pages showing the frightful

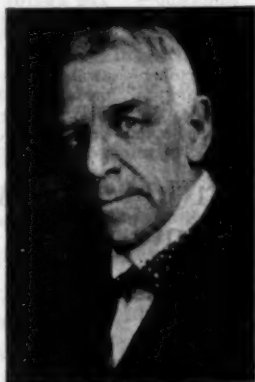
cost at which the aigrette was secured. Then he waited for results.

"They came," he says in his autobiography, "The Americanization of Edward Bok."

"But they were not those for which he had striven. After four months of his campaign, he learned from the inside of the importing houses which dealt in the largest stocks of aigrettes in the United States that the demand for the feather had more than quadrupled!

... It seemed incredible that women would go so far as this in the question of personal adornment. . . . He had a number of buyers who lived in adjacent cities privately approached and interviewed, and ascertained that, save in two instances, they were all his readers, had seen the gruesome pictures he had presented, and then had deliberately purchased the coveted aigrette."

A more successful campaign was that inaugurated in 1892 when the *Ladies' Home Journal* announced that it would thereafter accept no advertisements of patent medicines. During the following two years, seven other newspapers and periodicals followed suit. In the



Paul Hros.—Wide World

Edward W. Bok

course of this battle, Mr. Bok uncovered information which shows that the paid testimonial was a problem some forty years ago. This information was to the effect that testimonials for patent medicines from Senators and Congressmen, then so widely published, were obtained by a Washington journalist who had a regular price list. He charged \$75 for a Senator's testimonial, \$40 for that of a Congressman, and he accepted no contract for less than \$5,000.

Mr. Bok's original plan was to retire as editor of the *Ladies' Home Journal* at the end of a quarter-century of editorship—which would have been the fiftieth year of his life. However, the war interfered with this plan and he did not retire until October, 1919—his thirtieth anniversary as editor. The last issue under his full editorial control was the issue

of October, 1919. This number was oversold with a printed edition of 2,000,000 copies—a record never before achieved by any other magazine. This same issue presented another record unattained in any single number of any periodical. It carried between its covers a total of over \$1,000,000 in advertisements. His actual editorship ceased on September 22, 1919.

Exactly four years later—in September, 1923—Mr. Bok announced a series of eight annual awards for the best newspaper and periodical advertisements published in the United States and Canada. The awards were to be known as the Harvard Advertising Awards. They were to be administered by the Harvard Business School. The awards were to consist of a gold medal and \$8,500 in prizes. Mr. Bok had the satisfaction of seeing this plan successfully developed.

## Thirty-five Years Ago in "Printers' Ink"

[EDITORIAL NOTE: These quotations and abstracts appeared in the December, 1894, and January, 1895, issues of PRINTERS' INK.]

THERE were probably 200,000 cyclists in the United States and 100 manufacturers of bicycles. Thirteen papers were devoted entirely to cycling.

\* \* \*

Edgar Allan Poe at one time published the *Broadway Journal* and on its behalf wrote to Fitz Greene Halleck for a loan of \$500.

\* \* \*

In advertising, always say what you believe, if you wish people to believe what you say.

\* \* \*

The first ad should be like a needle—an introduction to what follows.

\* \* \*

A prediction of advertising in the future: Advertising from captive balloons.

"Founded on Facts"—The judicious advertisement.

\* \* \*

Some advertisers in 1894: Baker's Cocoa, Vaseline, Cow Brand Baking Soda, Ivory Soap, Douglas Shoes, Royal Baking Powder, Sapolio, Warner Brothers Corsets, Williams Shaving Soap, and Gold Dust.

\* \* \*

Everybody feels the coming of better times.

\* \* \*

Turkeys were sold at 15 cents a pound.

\* \* \*

In 1880 it was merely "George Eastman, Rochester." Through a series of progressive changes it had become in 1895 the "Eastman Kodak Company, Capital \$5,000,000."

\* \* \*

If it were possible for everyone to advertise successfully no art would be required in advertising.

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## I've Got to Take My Stetson Off to Erwin, Wasey!

**H**ERE'S what I received in my mail this morning. It certainly is inspiring. . . . "I am going to fight. The most important resolution a business man can make for 1930. I am going to fight the skulking devils of false rumor, timidity, discouragement and reaction. I am going to fight to maintain the circle of confidence unbroke. As far as it is within my power, I will fight any movement to lower wages—any attack on living standards—any slowing up of production—any retrenchment in selling effort. . . . These segments—high wages, high living standards, mass production, intensive selling—make up the circle of confidence . . . only fear can affect them. I am going to fight fear. . . . By harder work, by more aggressive selling, I am going to maintain my own normal growth in 1930, and thus contribute to the soundness of the whole business structure. My pride is up and my sleeves are up. I am going to fight!" . . . Them's *our* sentiments, too! We're going to *continue* to offer smart advertisers the *best* morning and Sunday newspaper advertising investment in Southern California. Let's go!

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## LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

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## New Outlets for Book Publishers

NEW YORK

*Editor of PRINTERS' INK:*

You have an interesting article on book promotion in your issue of December 26, page 105 et seq. Do you have available a list of the articles published in the Weekly and Monthly on this subject during the last ten years?

WALTER F. DANTZSCHER.

THE difficulties in the way of effective book promotion are obvious, and have been discussed from many viewpoints in the forty or more articles which have appeared in the *PRINTERS' INK* Publications since 1923. But the problem of merchandising books is not insoluble, and useful steps toward unraveling it have been made in the last few years—witness the remarkable advance made by biographies and books of scientific or philosophic interest, which in their appeal to the public are rivaling fiction, for so long relied upon by the book publisher to produce his best sellers.

In fact it seems clear now that many book publishers have in the past made the mistake of expecting too much from their fiction list, meantime overlooking those other fields in which there was a potential demand for books of a different nature.

We are speaking now, of course, of the publisher who markets his books through "the trade," that is, the retail booksellers, with an occasional wholesaler in between. This publisher, in the first place, finds himself in the difficult position of a manufacturer who annually turns out scores, and even hundreds, of products which have little or no relation to each other, and which vary widely in content, quality, and appeal. Secondly, he has to obtain his supplies (manuscripts to be converted into books) from many different producers (writers) from whom he can expect no uniformity in quality, style, or treatment.

But it has become recognized that the really knotty point lies not

in the production of books, but in their distribution and merchandising. The American people are poor book readers. Per capita, they buy far fewer books than, for example, Denmark, which has far less of the resources that result in prosperity. It is admitted that the American nation has not been properly "sold" on books, but even if that condition were cured, there would still remain the question of adequate distribution.

There are not nearly enough convenient book stores to supply the population, even should it suddenly arise and begin to demand books; that is to say, there are too few outlets.

In this connection, a certain development has recently arisen which may have a material bearing on the question of distribution. In the larger cities the cigar and drug stores, mostly belonging to chains, have suddenly begun to carry books. It is true that these books so far consist chiefly of publishers' remainders and low-priced reprints. But if the public once learns that it can buy a good book, with which to spend a leisure hour, as easily as it can get a cigar or a cough drop, better and newer books may be stocked, and a promising channel of wider and quicker distribution may thus be opened. Simultaneously, the book clubs are expanding; some of the larger publishers and retailers are gradually extending their groups of bookshops into chains which may eventually reach all the larger cities; and the big mail-order houses are adding book lines. The question of conveniently situated, neighborhood outlets, however, still remains, and no doubt interesting developments in this respect may be expected in the next few years.—

[Ed. *PRINTERS' INK*.]

### Manfred Darmstadter with Campbell-Ewald

Manfred Darmstadter, formerly creative director of Advertisers, Inc., Detroit, has been made a member of the plan board of the Campbell-Ewald Company, Detroit advertising agency. He also was formerly with Williams & Cunningham, Chicago advertising agency and the Gardner Advertising Company, Inc., New York.



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Advertisers who know conditions in the San Francisco market have come through experience to accept the Examiner's outstanding supremacy as a long-established, profit producing fact. New advertisers who look for proof will find it here: for the last 34 of its 50 years the Examiner has maintained preeminence in circulation and in all major advertising classifications.

## SAN FRANCISCO EXAMINER

*One of the 28 Hearst Newspapers  
read by more than 20 Million People*

IN NEW YORK CITY: W. W. CHEW, 285 Madison Ave.  
IN DETROIT: A. R. BARTLETT, General Motors Bldg.  
IN CHICAGO: J. D. GALBRAITH, 612 Hearst Bldg.  
IN SAN FRANCISCO: F. W. MacMILLAN, Hearst Bldg.

## Baltimore First in the Among 25 Largest Cities

**B**UILDING and LOAN Associations, of which there are more than 600 in Baltimore, help account for this high percentage of home-ownership. Another factor is the ground-rent system, whereby a person may own his home without having to purchase the land. There are other reasons, too, but the point to stress is this:

Such leadership in home owning testifies most forcefully to the pleasant living conditions, contentment and prosperity of the Baltimore populace. And Baltimore is the heart of the equally prosperous territory known as "the Baltimore field."

Few are the national advertisers who overlook the Baltimore field in planning their advertising campaigns. Fewer still are unmindful of the fact that The Sunpapers provide thorough coverage of this field.

in the Ownership  
of U. S.

# THE SUNPAPERS in December

**Daily (M & E) 296,410**

**THE**  
MORNING



EVENING

**SUN**  
SUNDAY

NEW YORK—John B. Woodward

CHICAGO—Guy S. Osborn

SAN FRANCISCO—C.

ATLANTA—A. D. Grant

DETROIT—Joseph R. Scolaro

George Krogness

# The Modern American Home Demands Metropolitan News Service

**I**N The Booth Newspaper Area this need is supplied by The Booth Newspapers with their complete features.

That is why these eight dailies carry advertising lineage equal to that of newspapers in cities many times their size.

That is why Booth Newspapers so completely dominate their respective markets.

Every manufacturer  
Every sales manager  
Every space buyer

looking for greater sales possibilities in 1930  
will be interested in

## *The* **BOOTH NEWSPAPER AREA** *ONE OF AMERICA'S 15 LEADING MARKETS*

*Write for information about this market*

Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

**I. A. KLEIN, Eastern Representative**  
50 East 42nd St., New York

**J. E. LUTZ, Western Representative**  
180 North Michigan Ave., Chicago

### **BOOTH NEWSPAPERS, INC.**

*Central Office, 2500 Buhl Bldg., Detroit or any newspaper listed*

# What Is It You Buy from an Artist?

A Few Principles of Fair and Profitable Dealings with Artists

By Aesop Glim

ATOP a bus, passing Madison Square, I recently saw a crowd of about a hundred people gathered together. From the constant shifting in the crowd it was easy to determine that all were intensely interested in something happening within a small circle. I would have assumed that someone was hurt. But as the bus moved along I discovered the center of interest.

An artist was painting a picture! A hundred people were squirming and jostling one another in order to watch the operation.

Visit any famous art gallery. How seldom do you see more than one or two persons at a time in front of any one picture! Yet, ask any artist who has sat and copied a famous painting in a museum, whether he has ever lacked an audience for one minute of the day.

This combination of awe and curiosity, which constitutes the layman's usual response to the process of painting a picture, is an interesting phenomenon. Being a layman as regards both psychology and art, I must beg the question of defining the phenomenon. But I do believe that it represents evidence of something important which should color an advertiser's dealings with a commercial artist.

It raises a question as to just what it is we buy from an artist. Certain practical aspects of that question make up the burden of today's harangue to my dear pupils. I want to implant in your bosom a few basic principles of fair and profitable dealings with artists—before you grow up to be hard-boiled executives, ruthless toward artists—and in turn frequently gyped by them. (They can gyp you on infinitely more than the price. But, if ignorance is bliss, you probably will never know you've been short-changed.)

First and foremost—as old Aesop Glim so loves to say—when you

buy art work, learn to distinguish between the quacks and the artists. There's no reason why you shouldn't deal with quacks if you want to—provided you do so with your eyes open.

I don't believe I can give you any iron-clad standards for distinguishing between quacks and artists. The real test is sincerity, but you'll have to trust your own judgment on that score. On the average, I'd say the quacks were a little more expensive; better salesmen of their wares; able to work a little faster; and always quite willing to give you exactly what you ask for. (In case any of you in the back of the auditorium were asleep, I'd like to say that my last crack verged on the sarcastic. A good artist should rarely accept complete instructions from a layman.)

## *They Lack Originality*

From my own experience, I would add that the quacks are quite lacking in originality—other than a bag of wholly superficial tricks. For instance, a smart quack will create for you a wholly new style of piano advertising—by stealing some successful style from the field of candy advertising. Whereupon he will wrench his own back trying to pat it.

Henceforth we will talk about artists.

An artist—established and reasonably successful—has spent more years in studying and arriving than has the average doctor or lawyer. Wherefore (as compared with the quack) he doesn't have to overcharge in order to make you appreciate what you've bought; he hasn't devoted much time or effort to learning salesmanship; he thinks as he works—and it takes longer that way; he will argue with you if his training and experience tell him you want the wrong thing.

In other words, he's hard to handle if you don't understand him. And he's a valuable ally if you do. He has originality, born not of trickery, but of true creative ability.

Any art or layout idea must be inaugurated by a sketch. Until the idea has been thus visualized it can not be fairly judged by anyone.

Now the sketch exists. What is it worth—in money? Who owns it?

These questions should be raised in advance—and given clean-cut answers.

That the sketch has a value can not be argued. The time and training through which it was produced determine that point. You wouldn't ask a lawyer or a doctor for samples—nor can you legitimately make such a request of an artist. You can, however, either make an offer or request an estimate in advance. Don't let the matter be indefinite. You may agree on a price for the sketch, with an additional price for the finished work; or a price for the sketch alone; or one composite price for the two.

#### *Whose Idea Was It?*

Now, suppose the sketch is ordered, but not used: Who owns it? The quickest answer is—who's idea was it? Did you have the idea—or did you get it from the artist? If the artist supplied the idea as well as the sketch, I believe the unused sketch becomes the property of the artist, unless some other arrangement has definitely been made. There might well be a time limit to all arrangements for sketches—a limit after which the sketch reverts to the artist.

Occasionally you may decide that the sketch is good enough to be used as finished art for reproduction. In such a case, the artist is entitled to most of the money you would have paid him, had he done the finished work as originally planned. The artist should compromise a little, on the basis of the time he was not required to devote to the job.

However, there can be only two possible bases for using a preliminary sketch as finished art. Either to save time in an unexpected rush. Or because the artist has caught

some intangible 'quality' in the sketch which you and he agree will be unusually difficult to duplicate in a second attempt (the finished job).

What about an artist's time used in preliminary consultation and planning? Remember that, once an artist has acquired his training and experience, his time becomes his greatest asset. Be sure that the price you pay for his work takes full account of the time you use up in preliminary consultation. Otherwise, he should receive a consultation fee as such—in payment for both his time and the knowledge you drew upon. If his advice holds no such value to you, you are consulting the wrong artist. And the error is yours.

How much latitude should an artist be allowed? The answer is—as much as possible, within the scope of your ability to explain the purpose of the illustration and his ability both to achieve and enrich that purpose. If your artist is truly creative he will know how to make that illustration accomplish even more than you, as a layman, can possibly foresee.

Many artists, probably most artists, are hampered in their finished work by our present practice of demanding preliminary sketches which are altogether too comprehensive.

Having seen and approved such a comprehensive sketch, we then ask and expect the artist to give us a finished job which shall both duplicate and surpass the sketch. This holds two great dangers. First, and possibly the lesser, we criticize the finish in terms of the sketch, instead of by itself. Second, the artist has ceased creating and is now merely duplicating. And the mechanicalness of his finished work is soon sensed.

Ultimately we may reach a state where we do not demand any kind of preliminary sketch. To an artist in whom we have reasonable confidence, we will explain the full purpose of the illustration and then allow him to proceed with the finished job at once. Possibly at some stage in his progress we may look over his shoulder to check a few details. But that will be all.

# The Lancer



by  
**Harry Carr**

## A NOBLE DISH

That noble vegetable—garlic—is coming back into favor.

Some one invited me down to a high conference on some historical subject. They served large ripe olives that had been soaked in olive oil and garlic. I can't remember anything else about the conference.

## THE NEXT NAPOLEON

The next Napoleon is likely to be a professor of chemistry with horn-rimmed glasses—fighting his battles in a sound-proof laboratory—nervous about drafts, and taking his pills and malted milk at regular intervals.

**“What Does  
Harry Carr  
Say About It?”**

—is almost as much of a household question in Southern California as The Times is a household institution. The LANCER is another of the long list of bull's-eye-hitting features that appear exclusively in

# Los Angeles Times

Eastern Representation: Williams, Lawrence & Cresser Co., 360 N. Michigan Blvd., Chicago, 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.



Such a method would fail from time to time. However, it would succeed more often than not and the successes would more than compensate for the miss-fires—in the full force and richness of their spontaneity, their creative power, their vitality.

How shall a layman judge the finished work? On one basis only—does it tell the story and thereby do the job which you have allotted to it? It's really as simple as that, presupposing, of course, that you have selected the right artist for that type of work.

Don't criticize the finished art work on the basis of accuracy, as an end in itself. Don't look for, or ask the artist to put in, a bunch of details which your advertisement's readers will never see. Unnecessary details simply distract your own attention, as well as the artist's, from the goal at which you are aiming.

Whatever it is that you buy from an artist, it's something you can't do for yourself. Whether you buy an opinion, an idea, a plan, a sketch or a finished job—realize that what you seek must always be the result of much specialized study, training, knowledge and experience.

I frequently feel that an artist—seeing this world in all its dimensions and with all his senses—must have a lot more fun than I do. I comprehend his emotional love of his work.

But don't you forget—as you get hard-boiled—he can't live on that love alone.

And you can't sell your goods without him! The public will have their pictures.

### Insurance Advertisers to Meet at Milwaukee

The Insurance Advertising Conference has voted to hold its 1930 convention at Milwaukee from October 5 to 8, immediately preceding the convention at that city of the Direct Mail Advertising Association.

The Chatham office of the Poster Advertising Association of Canada has been consolidated with the Toronto office of that organization.

### Mr. Durstine Recalls His College Days

BATTEN, BARTON, DURSTINE & OSBORN, INC.

NEW YORK, JAN. 11, 1930.

Editor of PRINTERS' INK:

I feel much better. After eighteen years of the most careful observation of Earnest Elmo Calkins, I have at last found that it's possible for him to make a mistake.

In "Mr. Calkins Looks Back Twenty-five Years At Advertising," [Jan. 9 issue] to show how far uptown advertising was at that time, he says among other things, "Roy Durstine was at school at Amherst." The fact is that twenty-five years ago I was wearing a freshman cap at Princeton and Amherst was just the first game on the football schedule. It wasn't until 1919 when I went in business with one B. Barton and A. Osborn that I learned to sort out those places like Hamilton, Union, Amherst, Colgate and Bates.

I say I feel better because I have been considerably depressed ever since a careful gentleman pointed out to me a few months ago that a book of mine about advertising contained 246 mistakes. If Mr. Calkins can make one mistake in 18 years, 246 in one book isn't so bad for me.

ROY S. DURSTINE.

### To Publish "Dairy Tribune"

The Poultry-Dairy Publishing Company, Mount Morris, Ill., will publish the first issue of *Dairy Tribune*, a new national farm dairy magazine, in the near future. This is the third of three publications started by that company, formerly the *Poultry Tribune* Company, the others being the *Poultry Tribune* and *Hatchery Tribune*. The new *Dairy Tribune* will be published monthly and will cover the interests of dairy farm owners and operators.

### Milwaukee "Journal" Advances Irwin Maier

Irwin Maier has been appointed advertising manager of the Milwaukee *Journal*. Mr. Maier, who succeeds Thomas P. Collins, has been, for the last three years, local display advertising manager of the *Journal* and was formerly advertising manager of the Madison, Wis., *Times*.

### Changes on New Haven "Times"

A. S. King, formerly advertising manager, is now general manager of the New Haven, Conn., *Times*. A. J. Daniels, formerly with the New York *Investment News*, is now editor. H. I. Jenks is advertising manager.

### Death of C. E. Barker

Charles Edmund Barker, advertising manager of the City National Bank, Columbus, Ohio, died recently at that city. He was sixty years of age.

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# Three Billion Dollars

Machinery is a necessity to the modern farmer, especially the big-business farmer of the Midwest. The value of machinery on American farms today exceeds three billion dollars.

More than half of this enormous investment in farm machinery is concentrated in the thirteen Midwest states—Wisconsin, Illinois, Minnesota, North Dakota, South Dakota, Nebraska, Iowa, Kansas, Missouri, Colorado, Oklahoma, Arkansas, Texas—where Capper's Farmer dominates, and where the large scale power operating farmer is the rule and not the exception. It's the "cream" of the national farm market.

## Capper's Farmer

ARTHUR CAPPER, *Publisher*  
Topeka, Kansas

GUARANTEED CIRCULATION 925,000

# "The Ricla NORTH EASTER H

A Book of Facts on These  
7 Important Trading Centers  
Available, Free

**S**EVEN important cities and their trading areas are described and discussed individually in this new and comprehensive study of north eastern Ohio. Enumerations of the more important retail and wholesale outlets, detailed analyses of potential purchasing power, per capita wealth, volume of income, bank deposits, annual payroll, auto and school registrations—and a wealth of other figures—extremely valuable to buyers of advertising space are given for each city.

## The Cleveland

Detroit - Atlanta - Dallas  
San Francisco

NATIONAL ADVERTISING  
of The Scripps

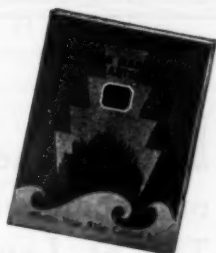
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MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS, OF

# Rich Markets of Eastern Ohio"

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The Rich Markets of North  
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Ten important studies made by  
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maps, are printed here in detail.

Containing valuable market facts,  
compiled solely to give unbiased in-  
formation to executives seeking ade-  
quate coverage and distribution in  
North Eastern Ohio, this terse, compact  
8-page manual warrants a permanent  
place in the file of every sales and ad-  
vertising manager in America.

Copies of "The Rich Markets of North  
Eastern Ohio" are free as long as the  
supply lasts. Write for yours to-day!

## Address



A Scripps-  
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Newspaper

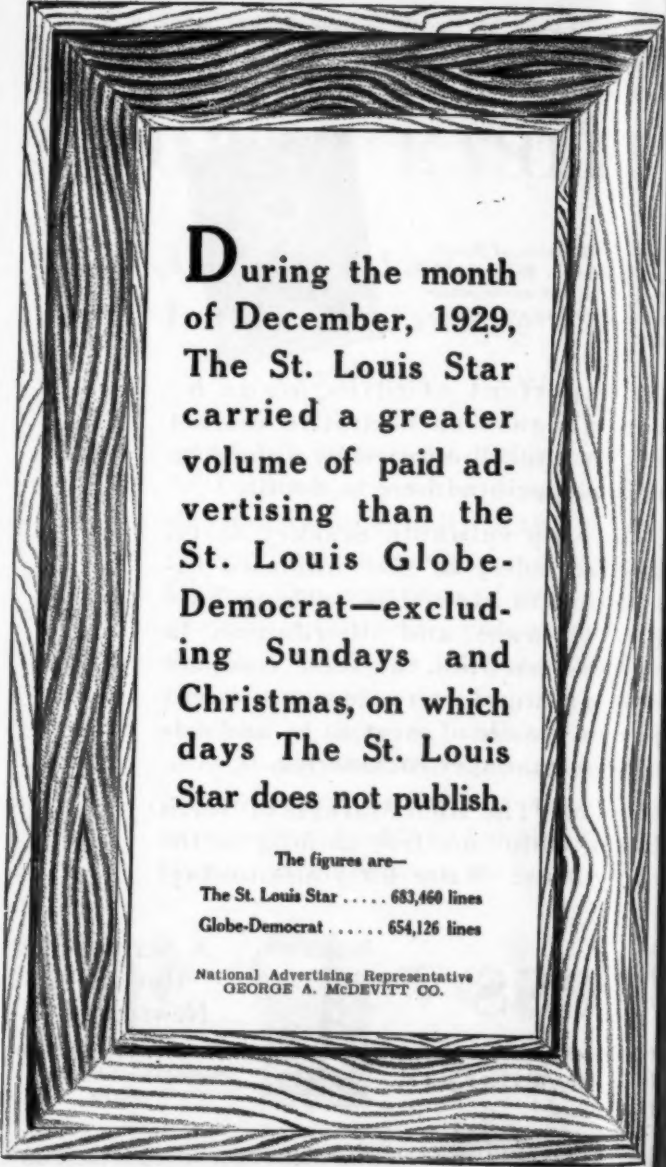
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DEPARTMENT  
Newspapers

Michigan Ave., Chicago

Philadelphia - Buffalo  
Los Angeles

ED PRESS, AND OF MEDIA RECORDS, INCORPORATED



**D**uring the month of December, 1929, The St. Louis Star carried a greater volume of paid advertising than the St. Louis Globe-Democrat—excluding Sundays and Christmas, on which days The St. Louis Star does not publish.

The figures are—

The St. Louis Star . . . . 683,460 lines

Globe-Democrat . . . . . 654,126 lines

National Advertising Representative  
GEORGE A. McDEVITT CO.

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# "We're Not Afraid of Chains If Advertisers Will Play Fair"

A Retailer Complains About the Way Some Advertisers Are Letting Chains and Catalog Houses Handle Their Goods

By A. H. Van Voris

Retailer of Hardware, Sporting Goods and House Furnishings

IT is my understanding that some of the mail-order houses and chain stores today control the entire output of certain manufacturers. Some of the factories are owned outright by the chains; others are controlled. Another source of supply, aside from this direct manufacture of their own merchandise, is through the purchase of commodities, under private brand or not, from individual manufacturers.

On absolutely identical merchandise, unless it be used as a misleading "bait" leader by the catalog house or chain, aside from any price concession due to quantity purchase, the independent retailer does not suffer particularly in comparative purchases.

However, a certain unusual type of merchandise distribution came to my attention the other day. If it is at all representative of a trend among manufacturers, I believe it is a step in the opposite direction from the spirit of co-operation that the retailer likes to find existing between the manufacturer and himself.

For a number of years we have sold a brand of kitchen ware that is both widely known and nationally advertised. Attractive color pages to delight the eye of the housewife are found in most of the household magazines and the manufacturer has provided splendid displays, folders and mailing pieces for the use of the dealer. Unquestionably this manufacturer's business was founded on the establishment of good-will and repeat orders from independent retailers in the hardware and housefurnishing field and his representatives call at regular intervals to secure these repeat orders.

There you have a first-class set-up:

1. National advertising.
2. Dealer co-operation on advertising and display.
3. Direct distribution. Manufacturer to dealer on a nation-wide scale.
4. Volume.

And all this on a brand that is probably better known to the American housewife who belongs to the best potential customer class than any other. Indeed, from the position of a retailer handling this brand, it is a pretty picture. And one which should presumably content any progressive manufacturer.

But this kitchen ware manufacturer is apparently discontented with his scale of distribution, his volume and number of outlets.

Window and counter display and advertising go hand in hand, and it was on account of a window display that the new development popped before my eyes the other day.

An excellent advertising feature of this brand of kitchen ware is the selection of a two-color combination used quite exclusively on the company's folders, booklets, displays and price tags. I had set up so many displays in our store windows, handed out so many booklets and handled so many price tags that these colors had unconsciously (and effectively) come to stand for this merchandise.

In the smaller towns like our own, I believe it is the policy of this manufacturer to have but one dealer. So you may imagine my surprise when, walking along the street, the other morning, in the window of a chain grocery (ours is a hardware store), I saw a window full of what I took to be the identical kitchen ware that we are supposedly handling on an exclusive basis in our town.

I made a closer inspection. And

the prices! Bang! Retail offerings at prices approximately our own net cost.

The booklets and booklet illustrations, where opened, were of the same colors and size and general appearance as our own. But there was one important difference. The brand name was not the same.

Design and pattern being made up to look like the regular trademark material, I wondered at once if the average customer would observe this fact were she to walk past our hardware store shortly afterward and see the same kind of display in our window. Our display had identical colors used on the booklets, booklets opened to identical illustrations, similar shapes and sizes of utensils.

Somehow, I have a feeling that in many cases the hardware salesman would have difficulty in explaining the superiority of his ware against the chain-store offering, piece for piece, price for price.

Such business as this gives the retailer a peculiar feeling. By featuring the nationally advertised brand, by displaying it, by advertising it locally and in all ways doing his level best to create local sales for it, he must have been an important factor in bringing prosperity to the manufacturer.

Doesn't it remind one of the old story of the goose that laid the golden eggs? Is this goose on the way to the block?

I have no quarrel with chain stores and catalog houses. They are here and they are here to stay. The sphere of distribution includes a place for them and a place for the independent retailer. Both can and will continue to serve the public. Both may prosper and the public will derive the benefit of keener competition and more progressive merchandising. But why this confusion of hardware merchandise in a grocery chain store?

Now let me tell you about another manufacturer who is working hand in hand with his retailers. This company sent out last year a message to dealers which makes it plain that it will not indulge in any back-handed, private brand competition. Fayette R. Plumb, Inc., is the name of the company.

Here is its message addressed to the hardware trade:

#### PLUMB DOES NOT SELL CATALOG HOUSES AND CHAIN STORES

We have for years nailed this flag to our mast and fought under it. We did it primarily from a purely selfish motive. We believed and now believe that the largest distribution of tools has been and will be through legitimate hardware channels. Manufacturer to jobber to dealer. Jobbers and dealers accepted our policy—applauded it, but did not always support it.

With the growth of chain stores and catalog house stores, the fighting lines are being tightly drawn. Legitimate jobbers and dealers hold the balance of power, but have not yet learned how to use it.

When manufacturers elect to sell catalog houses and chain stores at prices that dealers cannot meet, when buying through jobbing channels, the question becomes a serious one. The answer as we see it is that jobbers and dealers must line up their strength with manufacturers whose policy supports them. Then they must tie up with such manufacturers 100 per cent and not be led astray by a small price advantage given them from time to time by manufacturers outside the pale. On account of our policy, we have many 100 per cent Plumb distributors, and as we produce every grade to fill every need, the line-up is complete.

We are all getting ready for a battle over a long swing and the final outcome rests in the hands of jobbers and dealers. Supporting those who support them will bring victory to legitimate hardware distributors, but the fight must be shoulder to shoulder with no wavering.

We believe you will be a 100 per cent Plumb distributor, when you realize what is at stake, and how our sales policy protects your profit.

Supporting this Plumb policy of dealer protection, the mailing piece outlined a first-class "Trading Up" Unit proposition for the dealer, whereby he might display in his store a specially arranged counter carton, holding nail hammers of four different price ranges.

The page heading describing this display offering was entitled:

**PLUMB Trading Up Unit Overcomes Chain Store Competition.  
It Demonstrates Your Knowledge of Values and Service.**

So here you have a national advertiser of a line of quality merchandise who furls his banner entirely in favor of a protective policy for the independent retailer.

The whole situation is one of intense interest inasmuch as it concerns the manufacturer, the jobber, the mail-order house, the chain



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December 16, 1929

Liberty

**A watch  
to grace the years  
...an ILLINOIS**

When you give or receive an Illinois Watch, you have done doubly well—for in "The Thrilling Beauty that Lies Within" you have the surprising performance that alone makes a watch worth having; and in the beautiful new Illinois models for both men and women, you have just their choice, that American and style, to delight the most fastidious owner.

Let your gift watch be eloquent of thoughtfulness and regard. Let it be a significant token of love and esteem that will grace the years to come. Let it be an Illinois.

Your jeweler will gladly help you to a decision as to which Illinois Watch will best serve the purpose of your gift. Ask his opinion. He has known Illinois Watches ever since he has been in business. And know more about the interesting story of Illinois Watches in our booklet, "The Thrilling Beauty that Lies Within". Address: The Illinois Watch, 1228 North Ninth Street, Springfield, Illinois.

**Full catalog shows:**

The HARRY SPENCER, 17 jewels, 100 gold gold, \$100.00	The FLETCHER, 17 jewels, complete movement, 100 gold, \$100.00
The NEWPORT, 17 jewels, 100 gold, \$100.00	The NEWPORT, 17 jewels, complete movement, 100 gold, \$100.00
The NEW YORKER, 17 jewels, 100 gold, \$100.00	The CLEVELAND, 17 jewels, 100 gold, \$100.00
The KENTON, 15 jewels, 100 gold, \$100.00	The JEWELRY, 17 jewels, 100 gold, \$100.00
The WASHINGTON, 17 jewels, 100 gold, \$100.00	The JEWELRY, 17 jewels, 100 gold, \$100.00

**The ILLINOIS WATCH**

Established 1870  
SPRINGFIELD, ILLINOIS

**MORE THAN A FINE WATCH—A GREAT AMERICAN WATCH**

**THE** Illinois Watch Company, makers of quality timepieces, was a new advertiser in Liberty in 1929. Testing performance is second nature with a watchmaker. The copy was keyed with a booklet request. It is significant that Liberty has been favored with a pleasing

**Liberty**  
*A Weekly for Everybody*

schedule of pages for  
1930.

The biggest newsdealer sale of any magazine

store and the independent retailer.

Well advertised and well-known merchandise does create a demand of its own. The catalog house must place it before its mail-order customers and in its retail stores. The chain stores must have it or the nearest thing to it and the independent dealer will lose sales if he closes his doors against it.

As I view the situation, so far as it deals with nationally advertised merchandise, it is not so much a question of the number of sources

of consumer supply, for the more an article is seen, heard of and read about, logically the greater will be the demand for this article.

The evil exists when price-cutting is allowed to enter the situation. When all forces can combine in a fair and equitable manner, from manufacturer through all types of distributors, to operate on a straightforward price basis, then I believe it may be said that national advertising will reap its full reward for all.

## What Groucho Says

A Client Makes a Pledge to the Public

**O**H, boy, what a piker a big man can be! Oh! Oh! Gimme the words, gimme the words!

I'm talking about a client of mine, Henry Spiker, head of Common Tools, Inc., famous publicist, illustrious industrialist, liar, piker, and cheap skate, social pet, king of our reassurance guys. Oh, what's the use? Got it off my chest anyhow.

Spiker was the first to send day letter telegrams to the press:

I SEE NO CAUSE FOR FEAR  
STOP NOR FOR CHANGE OF  
STRIDE STOP COMMON TOOLS  
INC WILL INCREASE ADVERTISING  
APPROPRIATION FOR  
NINETEEN THIRTY STOP BUSINESS  
CONDITIONS SHOW RESERVE  
POWER MORE THAN AMPLE  
TO WEATHER ANY POSSIBLE  
FLURRY STOP COMMON TOOLS  
PLEDGES MORE SALES AND  
ADVERTISING EFFORT THAN EVER.

HENRY SPIKER

Then he sent for me. Kept me waiting an hour. Said he was framing a message to the President, offering his help to stabilize business. And then, you wouldn't believe it: "Now, Groucho, let's get to cases. We must cut off from 30 to 50 per cent of our appropriation. My directors will insist on that. How can we do it, so that it won't be noticed?"

"But your pledge to the public, Mr. Spiker?"

"What pledge?"

"Your telegram."

"Oh, that will be forgotten in a week."

Then I blew up. Told him that

he personally was on thin ice, that he couldn't get away with anything like that, that he was a fool to pledge more advertising and give less, that all these things were checked on, that he was throwing Common Tools' greatest opportunity out of the window, that I wouldn't be a party to a frame-up like that, and so on.

And then I lost the account? I did not. Spiker can't afford to have me at large, thinking what he knows I do about him. Now his bankers are hammering him to curtail and I have scared him into postponing his cancellations for three months to see whether he needs to or not.

Spiker an able man? Say, 96 per cent of the brains that put Spiker where he is are in the head of a meek little woman who gets \$100 a week as his secretary, and she's not on the job right now. Down and out with nerves or unrequited love or something. She's on a six months' leave in Europe. Been gone three months. Spiker has cabled her to pretend she's well and come home. She'll come back and she'll re-instate the thirty salesmen Spiker has fired, and Spiker will sit on top for ten years more unless the little lady croaks or goes bughouse.

When I told Boss what I told Spiker, I thought he'd choke. All he could get out was: "Groucho, you're so impetuous." He doesn't know the little lady the way I do.

GROUCHO.

It is an important part  
of a business man's  
business to read  
**The Business Week**

LIKE THE FARMER, YOU CAN REAP YOUR



# "I'll say it's golden"

"THERE'S a *wheat crop*, friend, and it's cash in the bank!" A "Successful Farmer" of the "Heart" region is speaking. He and his fellows of the 13 upper Mississippi states raise 65% of the country's wheat, 78% of its grain. Modern methods cut their harvesting costs from 26 to three cents per bushel. The millions saved are spent for farm improvement, modern conveniences and luxuries.

But grain checks that grow in four figures are by no means the only ones they bank and spend. They raise 54% of America's livestock, market 51% of its dairy products and earn 50% of the nation's total agricultural income. In the "Heart" region are 60% of the radios, 61% of the telephones and 44% of the trucks used on American farms.

These "Heart" farmers are big operators. They spend money to make money—scientifically work the country's richest farm land—produce diversified crops that are the envy of the world and result in generous year-around income.



*Successful Farming serves the  
agricultural heart of America*

Successful Farming is edited for "Heart" farmers. By constructive work it has won the active interest of more farm families in the heart region than are reached by any other farm magazine. Successful Farming has furthered the prosperity of this wealthy

## GREATEST SALES HARVEST IN THE HEART



farmers have awarded it complete confidence and unparalleled acceptance.

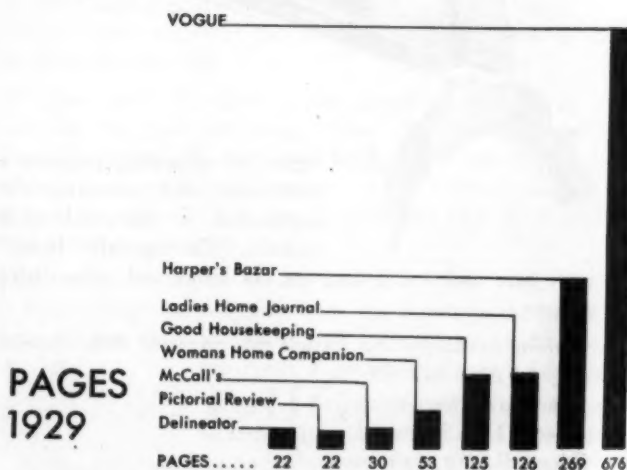
Advertising campaigns that include this magazine with intensive coverage of America's richest farm market meet quick response. Let **Successful Farming** tell your story to 1,150,000 subscribers representing active buying families.

# Successful Farming

The Magazine of Farm Business and Farm Homes

**T**extile and department store advertisers\* have found the Vogue market so tremendous in its purchasing power that they used . . .

2 1/3 times as much space in Vogue as in any other woman's magazine in 1929.



\*Dress fabrics, ready-to-wear, corsets, hats, underwear, hosiery, etc.

# How to Get That First Advertising Job

Not the Usual Advice—Some Specific Suggestions That Anyone with Imagination and Ability Can Put into Practice

By Geo. P. Metzger

Vice-President, Hanff-Metzger, Inc. (Advertising Agency)

"I HAVE just graduated from (name of Alma Mater, the seat of four years of learning, maybe,—not to say of cramming, taking cuts, seeing the dean and writing home for checks) and I have always wanted to (or 'have decided to') go into the advertising business."

"What division of advertising work have you had in mind?"

(For Pete's sake, has it got divisions in it, same as an ordinary business?) "Oh, I'm willing to do anything—anything at all!" (100 per cent concession—that ought to cinch it!)

"Yes, but where do you think you would fit best—judging by your capacity and inclination and observation up to now?"

"Why, I want to (see it coming?) write copy."

By gravity, he's picked the easy one! The line of least resistance! The literary-flavored one! The only one where no experience is necessary! Self-expression! Coop, desk, paper, pencils, telephone, name on the door!

"You can write copy, then?"

"Oh, yes"—and the evidence, if any: Three clippings from a college paper and a circular for the local laundry, mounted in a scrap book.

"Ever sell anything?"

"Sell? Ah—"

"Yes. Anything? Anywhere?"

"Well, no."

"Ever try to?"

"I don't know that I have.

Why do you ask about selling?"

"You're trying to now. Trying to do some very difficult selling, against heavy competition. Trying to sell us something we may not need, and something you may not have at all. And you want to step into expert selling."

"No, not selling—copy writing."

"Advertising is selling, in a sense, you know."

"Oh, well, yes, of course; but the copy writing end of it—I don't expect to begin at the top!"

There he sits. How do they get that way? Pathetic, isn't it?

You know why he wants to get into the advertising business, nine times out of ten? Because he knows he can't step into even the bottom of the

medical profession without experience: Four years of college, more of medical school, more of practice without income, as interne. Nor into law, or architecture, or engineering, or dentistry without something of the same sort of preparation. Nor into business, because it's dull anyway, and all the jobs seem to be filled. And anybody can do advertising work, especially copy writing—look at the kind of stuff some of it is that gets printed!

Our well-intentioned remarks just here about the desirability of experience bring out a question that sounds like a poser: "Yes, but if I've got to have experience in order to get started, and nobody will give

**"YOU'VE got to be able to think after you get into the job—why not prove you can before you get it? Why not show some of that ability you think you have?"**

*Having asked these questions, Mr. Metzger shows precisely how the young man looking for his first advertising job might go about proving that he actually possesses ability.*

*The article is written as an answer to the inexperienced young man who wants to know how to get around the objection: But we're looking for someone with some experience.*

me a chance to get the experience, how do I get the experience?"

So we tell him we were not thinking specifically of advertising experience. And we go into some detail—which does not interest him—about the knocking-around for years that gave a good many of us our experience; every minute of it apparently wasted as far as advertising is concerned, but every minute of it priceless now. Years of factory work and office work and print-shop work and photography, and the army, too, likely; years of selling, door to door, behind the counter, on the road; meeting all sorts of people and thousands of them; people who say no, and finding out why they say no or refuse to say anything; what they read and whether they do read or not, and why and how; how they amuse themselves or deny themselves; how they save their money or throw it away and why; who does the spending; what they will go without in order to have what they won't do without; how they buy something they didn't know they wanted till they saw it or read about it—(all of which could have been packed into a much shorter period if we had known where we were headed).

But this isn't getting him much of anywhere. Suppose we talk direct to this young fellow for a few minutes, instead of talking about him. Take the time, even if we have more than enough to do; we owe that much to youth, anyway.

#### **One More Dose of Advice**

There you are, then, sitting there and no progress made—one more interview and no job in sight. Now would you rather be put off courteously, and asked to leave your address for the files, and passed out and forgotten, or have you time and stomach to take one more dose of advice on top of all they have tried to ladle into you these last four years?

Good man! Suppose you were given a salesman's job, placing a new line of unknown household tools with hardware dealers and department stores. First call: "I have just started out in the tool business, although I don't know

anything about tools, and I live with my folks (although I have a girl-friend who thinks a good deal of me and we'll probably get married by and by) and I always wanted to sell goods, and I came in to take your order for some tools, please, say \$1,000 worth."

You wouldn't do that? Yes, but you did, just about that—all but the girl-friend remark. And if that dealer asks you "Why?" same as we did, how far will you get toward an order?

The one and only reason why that hardware man will ever buy those tools in the face of the competition of established houses, represented by men who got their experience before they made their first call on the trade, men who know tools and all about who uses them and who sells them and how and why, will be because *he* comes to believe that *he* will serve *his* interests by offering those tools in *his* window, over *his* counter, to *his* customers, and make the right profit for *himself*.

*He* is thinking of *his* interests all the time you are thinking and talking of yours. He doesn't give one tinker's soldering-kit about you personally, up to now, any more than you care a tin tack about him personally. Of course he is on the defensive; it's *his* money, and everybody seems to try to take it away from him. He does not readily come to believe that you have anything he really needs—it happens seldom enough.

The manufacturer to whom you apply for a chance to "get into advertising"—or the advertising manager, or the publisher, or the agent—unless he is a rare and friendly and uncommonly sympathetic and conscientious citizen, can't afford the time to be interested in you and your affairs. He has a living to make. Maybe a little selfish with his time and in his attitude; but that's perhaps quite excusably a result of his having to carry his business through the crowds all day like a heavy basket on each arm, and having to keep both hands on his money in his pockets at the same time. It keeps him occupied.

Less of you, and more of *him*! Not his golf, nor his other sports,



# KENTUCKY

**TOBACCO—grain—  
livestock—thorough-  
bred horses and  
thoroughbred folks  
—on the main line of  
Southern travel.**

**Here—as in fifteen  
other states—you  
may rely upon the  
splendid dependable  
service of the great  
Packer organization  
—the service that  
has made Packer  
the choice of so many  
great national or-  
ganizations for out-  
door advertising.**

# PACKER

**Executive Offices:**  
UNION TRUST BLDG.  
CLEVELAND, OHIO

**Operating Office for**  
**KENTUCKY**  
CHATTANOOGA, TENN.

nor his prize cattle or other hobby—unless you know them better than he does and can contribute something along that line; in which case he may lose sight of his business responsibilities; that method sometimes does work, I suppose. What I mean is, less conversation about *you* and what *you* want, and more about *his* business and what *you* can hope to contribute to it. Enough, at least, to show that you are intelligent, that you recognize how his life is wrapped up in that business, and that you have been interested enough beforehand to find out whether the buttons he manufactures or advertises have five holes in them or two, and can ask a question, if not make a suggestion, that relates to buttons.

#### *Why Did You Decide on Advertising?*

Is advertising a profession—or a business—requiring brains, knowledge of the tools of the trade, and in order to get ahead, rather exceptional ability? We think so. Have you any of the requisites? Which? Did you decide upon the advertising business because it is easy or romantic or something, or because you have natural resourcefulness, or initiative, or persistence, or fertility, or thoroughness, or accuracy, or what? You have no experience; how shall you bridge that lack with some evidence of those other qualities?

One young friend of mine without experience but with plenty of persistence and stubbornness, got a year of compressed experience that ten years inside an office could never have given him. He made one direct jump from commencement to my office, ready to go home with a job. And he had everything, too—except experience or training in any department of advertising; good background, good appearance, good character, good English. It seemed absurd to him that there could not possibly be one single place for him for quite a while where he would not actually be in the way—and costing money to carry. He put in two months of persistent attempts to get into advertising—doing no matter what,

although he had his mind on copy writing and, maybe later, selling advertising.

Then, by main strength, he got one foot on the bottom rung of the advertising ladder—the bottom rung of advertising selling, for sure. Soliciting small classified advertisements for a metropolitan newspaper. Small pay, and a quota—a quota that the average man couldn't make, either.

That's hard work—leg work, too—not advertising work at all, it seemed. But after several months, when he had "walked his feet off," as he put it, and was "stumping on his ankle-bones," he had discovered a heap of things. He sort of took account of stock and realized that he had learned how a certain class of men and women regard advertising, and how careful they were with their \$2 orders, and what results they expected, and how they commented on failure to get those results; dog-dealers, rooming-house people, second-hand furniture dealers, outboard engine dealers, book dealers—all sorts. And he knew he had learned to meet them on their own ground, talk their affairs as well as his own, refuse any credence to the word "no," think little of a promise till he had the signed order—and he was one different man, you'd better believe. And in less than one year he could look any man in the eye and do something more productive than shovel smoke against the wind.

He said later that it was hard for him to realize how much less than nothing he had known what it was all about when he first went after a job. He could now "pat-ter" his way along in conversation about almost any department of advertising, and didn't have to bluff at all in some, because he *knew*. He could talk about his prospect's business and about his own paper, and never let go till he had asked for the order and specified the reasons why he expected it; and then asked for it again; and again, if necessary, till for that time it was "no" and no mistake. If he had been given a job in an advertising office that first week, no matter how well he might have worked



**43.7 per cent  
of Cleveland  
people who buy  
an evening  
newspaper  
buy the  
news.**

**THE CLEVELAND NEWS**

George A. McDevitt Co., National Representatives



# Sh!

## The Directors are in Conference

THAT HE MAY ATTEND this buying conference by proxy, the national advertiser seeks to know what newspaper the family prefers.

Daily circulation figures don't give the answer in Boston. The bulk of the *evening* papers are bought in downtown Boston. Impossible to tell where they all go.

Readers of *morning* editions? You can't count them. Two Boston papers sell space on a combination morning and evening basis.

You'll agree of course that Sunday papers are home papers.



Isn't it obvious, then, that a paper which can hold its readers on Sunday is a home paper *seven days a week*?

The Globe is the only Boston newspaper that holds its weekday audience in the Boston trading area practically intact over Sunday. The other two papers (which with the Globe carry the bulk of the advertising in this trading area) lose on Sunday 20% and 53% of their weekday readers. And no other Sunday paper picks up this loss!

On this basis, surely a reasonable one, the Globe would seem to be Boston's home paper. That it *is*, in fact, was long ago proved by Boston's department stores.

The department store buys space only on results proved in actual returns. Satisfied that the Globe is Boston's strongest home paper, the city's department stores use more space in the Globe, *daily as well as Sunday*, than in any other paper.

The whole story is told in the free booklet, "Reaching Buying Power in the Boston Market." Write for your copy.

THE BOSTON GLOBE

out in time, can you imagine that in one year he would have found himself like that? Ready to tackle the biggest next thing he could dig up—and with a very clear idea of where to dig it up, too?

If you must break into advertising without any experience, against everybody's best judgment, then try to find out one thing that you can do a little better than the average man; whether it seems to be advertising work or not. Are you dead sure of yourself in English, for example—spelling, capitalization, punctuation—and a keen trouble-finder on other people's work, so that no errors at all can get by you—errors in type or type-writing? Fine! There's a market for that—and any toe-hold in the business will offer you all sorts of chances to try to contribute something more than you are paid for—in other branches of the work. Think well of yourself—make a point of the one thing you are sure of, and make the man you call on let you prove it.

### *Shorthand Will Help*

Are you accurate when you deal with a list of figures and names and addresses? Exceptionally thorough? Make something of that—it is not so usual, and it's 100 per cent better than a pleasant smile.

Ever think of always having pencil and paper ready, so that down goes a note instantly when the chief begins to say what he wants done (even at the interview when you make your application?) Good—that is not usual, and not so bad as a demonstration of earnestness and ability to carry out instructions, because nobody remembers all the chief says and he is always sore about that. If you happened to equip yourself with a little shorthand, all the better.

Can you two-finger a typewriter? That may help—not to make you a typist, although that, too, would maybe get you on the inside of the gate—but one more little hook to hang on to rather than leave your name and address.

Are you mechanically inclined, handy in keeping things running—know how to turn a screw here or put in a drop of oil there? Never

can tell, it might help in keeping office appliances free of emergency calls; but what has it to do with advertising work? Nothing; but you are talking about *his* interests now, and anything you can do around an office a little better than the average man is better than nothing.

You think you can write advertising copy? Well, why talk about it? Why not write about it before you call? That's one thing you can write about—your own ability and qualifications, because you do know that product (or don't you?) Why not set down what you have to offer, on paper. That's what copy writing is. The way you do it will demonstrate whether you have originality or not—and some idea of style, and maybe layout.

Do you think copy is words? Have you read the books on the subject, and are you ready to concede that any such book can hardly claim to be more than a preface to the subject? Do you examine every issue of *PRINTERS' INK*?

If you think you can contribute something to this man's business—ingenuity, resourcefulness, technical information, enterprise—don't fail to say so, but also do so. He can't tell by any casual phrenology.

Are you resourceful? Why didn't you prove it before you called, by studying some of the material he is responsible for, and being prepared to make a suggestion, or at least ask a question? You can't make anybody know it by saying so. Are you ingenious? Why didn't you prove it beforehand—surprising him by something on paper that relates to his business? It's only a word till you do. Have you initiative? Why didn't you come prepared to show it? Have you adaptability? Why didn't you use some of it to get this job?

Never mind, but next time: If he is a manufacturer, why not learn something about his language before you try to speak it? You've got to speak his—he won't speak yours. Study his printed matter. Does he advertise? Clip his advertisements, hear his broadcast radio programs and study his outdoor display and his trade-paper adver-

tisements and any of his circulars you can get from one of his dealers.

Study his product. See it in the stores. Ask the clerk about it. See whether it's asked for by name. See whether it's easy or hard—and customary—for the clerk to substitute. Study the product he tries to sell you—and study the literature that describes that competitive product. Find something in his literature to comment on—one paragraph, one illustration, one heading, one caption; not critically, because you can't know why it was done; but work out an intelligent question, in a seeking and interested spirit.

#### *Suggest Something That Will Indicate Interest*

Don't wait for him to ask you questions or lead your answers. This is not a civil-service examination, or any other kind of examination. At its best it is an attempt to create a receptive attitude. Think up something to suggest, even if very tentatively and questioningly, that will show interest in his affairs and his product and his methods. You will do it anyway after you do get in, to get ahead; so why not do it on speculation in order to get in? It won't be wasted energy, at that, for it will help you find out how to think in the other man's groove.

Of course it's on speculation. Nobody will pay you for it—and possibly it isn't worth paying for anyway. Probably the answer will indicate that anything you ask has been thought out forty ways long ago—but that isn't the point; you are trying to project something better than the shape of your ears, and to make him see something different in your attitude from that of the man who seems to want a job to serve his own interests exclusively. If you can't contribute anything genuinely constructive and new, at least you can contribute some evidence of intelligent interest in the things that concern him; which is at least more effective than passive willingness. You have to have something to sell, to take the place of that which you haven't—experience.

If he is an advertising agent, study one of his client's business and methods and product, as well as its advertising. Get hold of their printed matter—not only the newspaper and magazine advertisements but the trade-paper advertisements, circulars to dealers—all that. And work out something to discuss along that line, if it's only a few intelligent questions: Why did they say just that, there in this paragraph? Why do they leave off the price? Why do they have different trade names for several of their products? Why don't they feature the trade-mark as much as the name? Why don't they suggest that the reader write in for a booklet? (Not as if a mistake had been made, but because you want to know why.) If you happen to ask a dozen such questions, one of which he ought to be able to answer and can't, he may not let you know it but he will probably give three surprised though silent cheers, and you will certainly make a dent in his Duco.

Study the man himself if you can find out about him before you see him—and you can, if you have any resourcefulness and ingenuity. Find out about him—what his reputation is in his own business, what he stands for in it; certainly at least study his business. Study his own house advertisements. What accounts does he handle? How is his business organized to get new business or to hold present business? Does he feature research? Is he a writer himself, or an ideaman, or a visualizer, or a shark on distribution, or a good speechmaker before salesmen's conventions?

You've got to be able to think after you get into the job—why not prove you can before you get it—in order to get it? Why not show some of that ability you think you have? Selling your services is much like selling anything else—it's results you are after, not mere favorable impressions. The salesman must get the order. All else is maybe a means to that end, but that's the end. And when you are selling your own services you must know your own product. If you don't you can't sell it, any more

# Achieving Leadership in Three Years



**B**ACK of the most outstanding success in the electric refrigeration industry is a record of fifteen years of painstaking research—and three years of intensive advertising.

When the engineers of the largest electrical manufacturing organization in the world set out to make an electric refrigerator, they had a definite ideal. They were determined to create a better refrigerator than any which had ever been built before, one which would give every user many years of absolutely dependable, trouble-free service.

For fifteen years they labored, developing an entirely new principle for electric refrigeration mechanism. They built over four thousand refrigerators of nineteen different models, in this quest for the ideal. Finally, the search for a design of unquestioned superiority resulted in a refrigerator wholly worthy of the great name it was to bear—General Electric.



Lord & Thomas and Logan were selected to co-operate in the plans for the public presentation of this product. Their problem was to create a prompt public acceptance for this new refrigerator.

In collaboration with the client, the analysis of merchandising and advertising questions was conducted with the same thorough care as had been given to the engineering and manufacturing details. Our advertising experience, reaching back over half a century, was coupled to the ingenuity of those in the General Electric organization who were vested with the responsibility of taking this great product and developing its commercial possibilities.

The outstanding leadership which General Electric Refrigerators have attained in the short period of three years is positive proof that a sound sales and advertising program was evolved and successfully executed.



## LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO  
919 North Michigan Avenue

LOS ANGELES  
1151 South Broadway

TORONTO  
67 Yonge Street

NEW YORK  
247 Park Avenue

WASHINGTON  
400 Hibbs Building

MONTREAL  
1434 St. Catherine Street W.

LONDON  
Victoria Embankment

SAN FRANCISCO  
225 Bush Street

*Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.*

than you could sell tools you couldn't demonstrate.

But don't get discouraged by all this, either—or you'll never fit into the advertising business! Anyway, you have no right to be discouraged if you have talked or written to only ten or twenty concerns and got turned down or completely ignored every time. That's nothing. Also, you've one handicap you will certainly outgrow and which the man you are interviewing would gladly shoulder:—youth; even if he has not yet reached the stage of one foot in the grave and the other on butter.

And no matter how resistant he is, or how cold and unresponsive, it may be only a shell. Self-defense, natural and justified, even if it does seem unfair and ungenerous to you. You can't lose by being persistent and forcing him to take stock in your belief in yourself. If you succeed, he will think all the better of you. And if you don't—well, what have you lost?

But you do have to concentrate on this effort, don't make any mistake about that. It means a sale of, say, \$2,500 worth of your time. Selling an order of \$2,500 worth of tools or anything else to a total stranger takes some thinking. Concentrate on it—it is important. One of the most important things you will ever do. Study the requirements of that kind of work in general, and of that one job in that one business in particular. It's easy enough, if you are resourceful.

Concentrate on it! No, not merely corrugate your forehead! Inside the bone, boy,—deep inside the bone!

#### Miss J. N. Felts Joins Addison Vars

Miss Josephine Noyes Felts, formerly editor and cosmetic consultant of *Fashionable Dress*, New York, has joined Addison Vars, Inc., advertising agency, as fashion counsel and a member of the copy staff.

#### F. A. LaBaw, Sales Manager, Standard Tank & Seat

F. A. LaBaw, formerly general sales manager of the Marvin Radio Tube Corporation, Irvington, N. J., has been appointed general sales manager of the Standard Tank & Seat Company, Camden, N. J.

#### Magazines Banned \$2,000,000 in Fraudulent Advertising

Periodical publishers rejected more than \$2,000,000 in advertising revenue this year to protect the public from fraud and deception, according to a report made by Edward L. Greene, general manager of the National Better Business Bureau. This figure, Mr. Greene points out, was computed from figures submitted by forty-five magazine publishers.

"Periodical publishers," according to Mr. Greene, "have demonstrated their desire to free their business of fraud and their ability to clean their own house from within. The faker is fast being driven out of the magazine field. At present there is a tendency for fraudulent and deceptive periodical advertising to collect in a relatively few magazines, the management of which will apparently accept any advertising regardless of its integrity. Such publications are being referred by the Bureau to the Federal Trade Commission for investigation and action. Similarly, the fraudulent advertisers themselves are investigated and referred to the proper law enforcing agencies."

#### Joins Texas Daily Press League

John Rahill, formerly a member of the advertising department of the New York *Herald Tribune* and, more recently, with the merchandising department of the New York *Evening Journal*, has joined the staff of the New York office of the Texas Daily Press League, publishers' representative.

#### Atlanta Publications Consolidated

The *Weekly Film Review* and the *Exhibitor's Tribune*, both published at Atlanta, have been consolidated as the Southeastern unit of Associated Publications, Inc., Kansas City.

#### Joins Erwin, Wasey London Office

Julian M. Snyder, formerly with the Daniel E. Paris Company, Boston, has joined Erwin, Wasey & Company, Ltd., as an account executive with its London office.

#### To Make All Cars Under Name "Graham"

The single name "Graham" will be adopted hereafter by the Graham-Paige Motors Corporation, Detroit, for all cars built by that corporation.

#### C. F. Simonin's Sons Appointment

John J. Lafferty has been appointed assistant sales manager of C. F. Simonin's Sons, Inc., Philadelphia, manufacturer and refiner of vegetable oils.

# "Milwaukee ... bright spot on business map of 1930" .....

— Nat Stone

Head of one of Milwaukee's Largest Department Stores.

**BOSTON STORE**  
THE HERZFELD-PHILLIPSON COMPANY  
MILWAUKEE

NAT STONE  
PRESIDENT

THE WISCONSIN NEWS,  
15 Michigan Street,  
Milwaukee, Wisconsin.

Gentlemen:

In answer to your letter, I am writing some facts and opinions gleaned from twenty-two years' experience as a citizen and merchant.

Milwaukee's prosperity does not rely upon one or few industries; our industries are very well diversified. Ups and downs of the various industries here usually average themselves, so that the net result has always been a steady upward trend.

Milwaukee industries and merchants have always been careful in expansion programs. It would be difficult to single out any important manufacturer or merchant who has expanded too rapidly—a condition that has spelled stability.

Milwaukee has strong and sympathetic banking institutions. It has not experienced a single bank failure in a long period of years—eloquent evidence of stability and solidity of its financial structure.

Most important of all, Milwaukee people work hard, live within their means and save money. Probably a larger proportion of our population follow that formula than in any other large city in the United States. I feel certain that Milwaukee will be one of the brightest spots on the business map in 1930.

Sincerely,

THE BOSTON STORE.

*Nat Stone*  
President.

**YOU  
NEED  
the NEWS**

A proof ...

Milwaukee Department Stores, in the last Federal Reserve reports (November) showed the largest percent of gain of any city in the great Midwestern or North-eastern Groups.

"Ask the  
Boone Man"

**WISCONSIN  
NEWS**  
Milwaukee

# NATIONAL TRADE

Announces

THE FIRST STEP IN ITS  
1930 EXPANSION PROGRAM

The outright purchase of

**Sporting Goods  
ILLUSTRATED**

which will be immediately combined with

**Sporting Goods  
Journal**

and published as

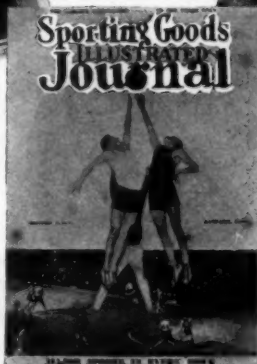
**Sporting Goods  
ILLUSTRATED  
Journal**

effective with the February issue

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NATIONAL TRADE JOURNALS, Inc., 521 Fifth Avenue, New York:  
BUILDING DIVISION: The Architectural Forum . . . Building Age . . .  
Good Furniture and Decoration . . . Heating and Ventilating . . .  
National Builders Catalog . . . Building Material Marketing.

# DE JOURNALS, INC.



A. B. C.

A. B. C.

COMBINED EDITORIAL STAFF AND SERVICE

COMBINED CIRCULATION

COMBINED ADVERTISING VALUE

AT THE LOWEST RATE PER THOUSAND

EVER OFFERED IN THIS FIELD

---

SPORTS DIVISION: Sporting Goods Illustrated and Journal . . .  
 Motor Boat . . . Outboard Motor Boat. FOOD DIVISION: Canning Age  
 . . . Fishing Gazette. DIESEL DIVISION: Motorship . . . Diesel  
 Power. National Cleaner and Dyer. Specialty Salesman Magazine.

# Putting Appetite Appeal into Black and White Illustrations

Advent of Color Makes It All the More Necessary for Artists, Restricted to No-Color Campaigns, to Handle Recipes with Uncommon Cleverness

By W. Livingston Larned

IT was not until color came to advertising that the advertiser realized what, in certain lines, he had been missing for all these years. This applied more specifically to illustrations in which there must be an appetite appeal.

Singularly enough, on the other hand, the very wonderful color results secured photographically or from original paintings in oil and water color, have, in the meanwhile, made all the more difficult the problem of those who are unable to employ to its fullness this new medium of expression.

Black and white studies of food are compelled to reach an exceptionally high degree of excellence in order to compete with color photographs, drawings and paintings. An illustration which seemed to fill every possible need a few years ago seems, today, painfully inadequate. It is not difficult to agree with the student who claims that more than 50 per cent of the appetite appeal of pictures of foods is dependent upon color. Two apples may be placed side by side, one a good apple, the other poor, but you are irresistibly attracted to the glowing red one, whereas the pale and washed-out specimen might be more tasteful by far. The eye, in other words, is a factor in this appetite appeal, and advertising art is compelled to take the fact into serious consideration.

What is the situation, then, of such advertisers as are unable to employ color, yet must picture foods? Is the situation hopeless for them? By no means. It is only necessary to study advertising in this field to ascertain that a complex problem is being solved. More thought, more care, more resource-

fulness are demanded, however. The black-and-white subject starts out with a known handicap, and the artist is wholly conscious of this.

Let us suppose that a picture must be shown of a dessert made from slices of orange. It would be quite simple in color. In black and white, the slices might be al-



*You Can Almost Smell the Aroma of This Chicken Which Appears in Hormel Advertising*

most anything, as shown in the attractive serving dish. Even when photographed from a recipe, made-up, and posed with great care, those slices of orange might be French fried potatoes at first glance.

An advertiser, without color, elaborates his theme and makes up for the lack of it, by slicing an orange in two, posing it in juxtaposition to the dessert, while slices are made to float down, as it were, and into the dish. There is a decorative spray of orange blossoms to complete the composition. With

these accessories, you not only know, instantly, the prime ingredient of the recipe, but the eye is drawn to an artistic layout.

It would appear absolutely necessary, then, to build up arrangements which will not merely supply atmosphere which is appealing to

closely related to the subject and judiciously tied in with the illustration. Thus, a platter of biscuits, skilfully photographed, carries the headline: "Golden, brown biscuits, hot from the oven," and words assist in giving a quick, mental impression of the color-appearance of those biscuits.

4. Technique. Very often a unique art technique will prove a likely substitute for color. This is proved by some of the remarkably fine detailed pen drawings of foods, seen in magazines, where the campaign appropriation does not permit of color. So interesting, unusual, artistic and distinctive is the



*Lippincott Apple Butter Illustrations Have a Peculiar Charm All Their Own*



the appetite, but which cause the direct association of pleasing and relevant ideas.

There are several rules governing the black-and-white illustrations of foodstuffs, whereby the absence of color is less obvious and one or all of them may be applied with success:

1. The introduction of figures. The expression on a child's face may colorfully indicate that peanut butter is delicious. The photographic study of a peanut butter sandwich elsewhere in the advertisement is less significant than the child and the response to appetite registered. A face in black and white can be just as appealing as one in full color. The expression is what counts.

2. Artistic accessories. The dressing of a table. Dainty linen and fine silverware and china. Such details placed around and about a study of a food, in black and white, will go far in the direction of making up for the absence of color.

3. A highly descriptive headline,

handling that the eye is less concerned with color than with the general effect.

It should always be kept in mind that the world is interested in and attracted to problems of contrast. With much color on every side, a pronouncedly unique black-and-white illustration, technique new and thoroughly original, will attract because of contrast. There appeared, not long ago, a pen drawing of a Virginia ham that was so intricate as to fine shading lines, so beautiful in its execution, so perfect as to detail, that it seemed to me quite as appealing as color photography would be of the same subject. There was a fascination about it not easy to explain.

Some accounts deliberately depend upon the sketchiest impressions of food dishes, which, by their sheer incompleteness and out-and-out impromptu character, indicate that they have not sought detail, but are the veriest pictorial incidentals to relieve the monotony of type. In a word, they are short-

# The New York Times

## 1929 RECORDS

### PAPER CONSUMPTION

1929 - - - (234,714,259 lbs.) - 117,357 tons

### INK CONSUMPTION

1929 (pounds) - - - 5,144,790

### PAGES PRINTED

Pages in issues for year ended Dec. 31, 1929  
(tabloid pages included) - - - 29,660

Total pages printed during year ended Dec.  
31, 1929 (tabloid pages included) - 16,215,803,832

Average number of pages in daily issue - 55.41

Average number of pages, Sunday (tabloid  
pages included) - - - 236.85

### PAYROLL

Weekly - - - - - \$175,934.73

### PAID POSTOFFICE DEPARTMENT

For year ended Dec. 31, 1929 - - - \$792,004.19

### BROOKLYN PLANT (in course of erection)

Third Avenue, between Pacific and Dean Streets—200 feet  
fronting on Third Avenue, three stories high.

Ready Aug. 1, 1930.

To print Brooklyn-Long Island edition.

Four octuple presses capable of printing 100,000 64-page  
editions per hour.

### TELEGRAPH, WIRELESS, CABLE

Number of words received daily, excluding  
Associated Press (average) - - - 98,000

Cost per week - - - - - \$9,355.87

Cost per year - - - - - \$488,067.95

### ADVERTISING LINEAGE

Agate lines published in 1929 - - - 32,162,870

(All advertising subject to The Times high standards of  
acceptability. The total was 11,253,485 lines more than  
that of any other New York newspaper.)



## MAIL AND TELEPHONE CALLS

	Monday Average	Daily Average
Replies to classified advertisements (average) - - -	38,000	16,000
Telephone calls per day (average) - -	-	8,283
Letters received per day (average) - -	-	7,250

## EMPLOYEES' WELFARE ACTIVITIES

For year ended December 31, 1929, including Pensions, Sick Benefits, Restaurant, Hospi- tal, Insurance, Clubrooms, Social Service, etc. - - - - -	\$494,800
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## NUMBER OF EMPLOYEES

Editorial and News Departments - -	592
Business Office - - - - -	961
Mechanical Department - - - - -	1,911
Executive - - - - -	80
Total - - - - -	3,544

## PAPER MILL

In June, 1928, the paper mill of the Spruce Falls Power and Paper Company, at Kapuskasing, Ontario, of which The New York Times Company owns half the capital stock, began the production of newsprint.

Square miles of timber rights - - -	4,700
Daily capacity newsprint, tons - -	550
Hydro-electric development, horsepower -	75,000
Private railroad, miles - - - - -	50

## CIRCULATION (The New York Times)

Average daily—year 1929 - - - -	431,931
Average Sunday—year 1929 - - - -	728,909

THE NEW YORK TIMES average net paid sale for November and December 1929, was weekday, 443,000; Sunday, 758,000—an unequaled group of discriminating readers appealed to only on the merits of The Times complete, accurate, impartial news service.

Newsdealers cannot return unsold copies of The Times. The sale represents the legitimate, steady demand of readers.

All advertising in The Times is subject to carefully framed rules of acceptability. Hundreds of thousands of lines are rejected annually, and every effort is made to see that all announcements published are trustworthy and informative.

# The New York Times

hand notes, pretending to be no more and on this basis it is not possible to "pick them to pieces" in any argument concerning absolute realism. It was once said of an Old Master's first free crayon composition sketches, in black and white, that they were far more interesting than his finished canvases in color.

5. Composition. It is entirely possible to so construct the layout of an advertisement that its physical features, action and thorough originality will overshadow shortcomings as to color where the main illustration is concerned.

This plan is based on the familiar idea that a setting can dominate the actual form or spirit or medium of the illustration. Example: A black and white campaign, for two column space, was devised for grapefruit. It would seem best, of course, to show the fruit in natural colors but the appropriation did not allow for it.

Still-life photographic studies were made of the fruit, beautifully lighted and these prints, in turn, were fitted into such extraordinarily animate and provocative layouts, that color was unnecessary. There was a dynamic character to the advertisements as a whole and the complete ensemble provided all necessary visual appeal. It should be understood, on the other hand, that the photographs of the fruit were more than ordinarily artistic in their own right. This meant much.

6. Association of ideas. An ad-

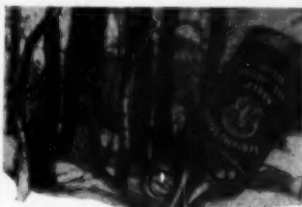
vertiser illustrated a series of fruit subjects (jars of jams and jellies) with accessory groupings of the fruit in its raw state. Thus, beside a jar of strawberry jam, there might be an overturned basket of fine berries tumbling out. Above there was strawberry culture at-

mosphere, skillfully blended into the larger units. All this bright and sunny material seemed to take the mind off the need for color in the product.

In a second series, black-and-white half pages for country sausage, packaged, suffered not at all because of the absence of color, due to the great amount of interest injected into accessory illustration of quaint New England farm scenes.

It would appear, therefore, that backgrounds and settings mean much when no color can be employed. The sheer, artistic merit of a black-and-white composition holds its own, in comparison with the more ambitious and colorful displays.

The Lippincott apple butter pages in magazines are in black and white, and they have exquisite charm peculiarly their own. Color might add to them, but they are nevertheless thoroughly adequate in their appeal. But no average reader will ever know what care, what pride, what professional skill enters into the posing of the illustrations. The apple butter is but one incident in elaborate photographic still-life pictures. The glamour of romance is added in the way of the very latest in table



**Yum!**

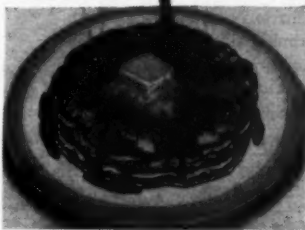
**Its real woody  
flavor never  
fails to please**

**THEY** Vermont Maid Syrup is on paroches tomorrow! It is prepared for your table in the famous maple center of the world. Pure maple sugar, the choice selection of the entire crop, is blended with pure cane sugar to give that smooth,

subtle, true maple flavor that never fails to please.

You'll find that Vermont Maid Syrup captures that good old maple tang you remember so well from childhood. You'll invent occasions to use it often. Pancakes, waffles, corn bread and much, all taste like special delicious things they're served with this remarkable Vermont Maid Syrup.

Order it from your grocer in attractive glass jars. Penick and Ford, Ltd., Inc., Burlington, Vermont.



**Penick and Ford Are Successful in Putting Appetite Appeal into Their Black-and-White Illustrations**

# CINCINNATI

# 14<sup>TH</sup>

*Ranks*  
in  
in MAJOR MARKETS  
INCOME per  
CAPITA



In only 14 of the 80 major United States markets is the income per capita higher than in Cincinnati.

Add to this the fact that The Times-Star gives 72% more coverage than any other paper of the families in the highest income group, as well as the largest coverage of the medium and lower class buyers and the result is—that The Times-Star represents one of the most attractive of newspaper markets. Times-Star readers' incomes greatly exceed the cost of living; thus permitting a freedom in expenditure and the gratification of buying desire.

You can multiply your results in Cincinnati, not by scattered effort, but by concentrating in one medium—The Times-Star.

Not only does The Times-Star give a greater coverage of the Cincinnati market, but for 22 years has led all Cincinnati newspapers in lineage carried. Cincinnati is a one newspaper buy and The Times-Star is that buy.

## The Cincinnati Times-Star

*Eastern Representative*  
MARTIN L. MARSH  
24 West 40th St.  
New York City, N. Y.

*Western Representative*  
KELLOGG M. PATTERSON  
904 Union Trust Bldg.  
Chicago, Illinois



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## TWO DOORBELLS

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They ring in homes just alike . . .  
in fact, next door to each other.

The homes are owned by men in  
similar social strata, of equal in-  
comes.

Yet the salesman for a modern  
product giving greater comfort or  
adding beauty to the home will  
meet a warm welcome in one home  
and a little response in the other.

Likewise, the national advertiser

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**COSMOPOLITAN: A Class Magazine** With

---



## LS JUST ALIKE

stands a good chance of selling one, but probably would fail in the house next door.

Fortunately, buying habits can be ascertained in advance—by reading habits!

Families who read *Cosmopolitan* are known to be liberal buyers.

Let us tell you about "The House Next Door," *Cosmopolitan's* recent survey of a typical Trading Center.

With More Than 1,600,000 Circulation

accessories—objects which would at once attract the eye of the average housewife who is ever on the lookout for home novelties and innovations.

And sprinkled through these pages are little pen and ink vignettes of children, sprightly, animate. There is always an excellent headline, colorful in the suggestion it offers.

Many persons have noticed and commended the retouched photograph of a chicken, as used, in black and white, for Hormel tinned products.

This advertiser occasionally employs color in his campaign but it must be admitted that many of the simpler displays have been every bit as appealing and with just as much appetite-urge.

That study of the plump whole baked chicken, on its platter, is, however, no ordinary, conventional camera product. It has been so tricked out with glistening highlights and important contrasts that the fowl fairly scintillates. The imagination fills in the missing color. I think it safe to say that you can almost catch the whiff of the cooked bird.

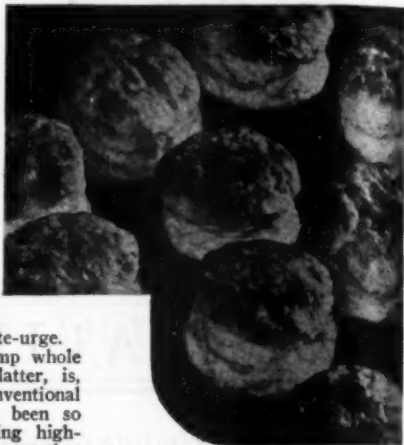
If anything, this means then that black and white subjects, calling for full color, are serviceable and adequate in proportion to the art that has been put into their production. Retouching can perform miracles sometimes and make a listless and drab print seem animated.

The current Royal Gelatin magazine series in black and white would not seem to lose much because the illustrations of recipes are thus handled. The entire display, in each instance, is bristling with important headline statements, with selling urge, with deft pictures beautifully photographed, and with brilliant typography.

Sometimes the brief description, in display type, which accompanies a black-and-white food illustration will go far to suggest

color. For there are colorful and imagination-stirring words. It is recommended that headlines should always have a hint of descriptive color in their manner of wording.

The importance of these factors must be apparent, where a campaign does not call for color, but



*In This Royal Baking Powder  
Illustration the Biscuits Look  
Good Enough to Eat, Although  
Not in Color*

there is no good reason why an advertiser should despair because of the absence of color. Such recommendations as have been made above are not mere theories; they have been tried, and they actually work.

### Stephen F. Whitman & Son Organize New Department

Stephen F. Whitman & Son, Inc., Philadelphia, candy and food manufacturer, has organized a separate grocery department, which will be in charge of Henry S. Walker, formerly executive sales manager of the Hills Brothers Company, New York. This department will devote itself exclusively to grocery distributors and will handle the selling and merchandising of Whitman's line of foods through grocery stores. This grocery line includes Whitman's Marshmallow Whip, Instantaneous Chocolate, Chocolate Syrup and other products.

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# Has "Volumania" Reached Its High-Water Mark?

Many Manufacturers Have Learned There Is a Point Where Sales No Longer Yield Profit

By C. P. Russell

THE year 1929 may yet be remembered in business history as the year when "volumania" reached its culminating point. By this term is meant that overwhelming desire for volume at all costs which has affected some producing and selling organizations like a feverish disease.

In this connection, a statement made by Alfred P. Sloan, Jr., president of the General Motors Corporation, in a report to stockholders issued soon after the first of the year, is worth more than ordinary attention. Mr. Sloan predicted, in effect, a "stabilization" of motor vehicle production at about 5,500,000 cars annually. This he thought would come about "within the next few years."

This is the first time that an industry of such importance has made an attempt, through the mouth of one of its chief figures, to suggest that it impose upon itself the control of production and distribution at a certain definite point. For that is what Mr. Sloan's forecast, despite its no doubt intentional vagueness as to the future, signifies.

The motor industry is one which has been suffering peculiarly from "volumania," and its heads realize that it is high time something were done about it. Last year, automobile output was 440 per cent greater than in 1915. In 1929, 25 per cent more cars were built than in 1928.

The American automobile industry for fifteen years has been marching from triumph to triumph. Its success has overtopped anything previously witnessed in American business.

But beneath the shouting and the tumult, the groans of the vanquished have been heard, even though faintly. For the motor in-

dustry has ridden to victory over the prostrate bodies of its distributors.

For the first half of last year dealers struggled nobly with increased quotas, and even kept within measurable distance of the record rate of production, but in the second half they began to stagger, and by the end of the year a large percentage of them were in the red or in the dumps. The pressure was too great for flesh and blood to endure. No army of distributors could have stood up under the rain of production, the weight of increased quotas.

Has the motor industry been heedlessly juggling with its golden egg? If so, the fault has been not with men, but with the worship of an abstraction—volume, which becomes in its acute form "volumania."

## II

It is to be noted that in making his forecast of a future annual production of five million and a half cars, Mr. Sloan uses the word "stabilization." Is this to be taken as a commercial euphemism for "saturation?"

By no means. The motor industry has completely recovered from its occasional fears, rife a few years ago, that it might soon reach the saturation point. In fact, the dread word saturation has almost disappeared from business discussions.

Saturation, as regards the consuming public, is almost impossible with any product save the exceptional one. The country is too big, the population increase is too steady, standards of living are too constantly on the rise, the luxury of today too quickly becomes the practical necessity of tomorrow, to permit saturation to become

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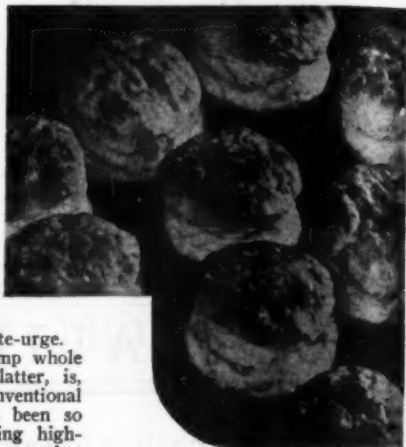
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"Indispensable  
in our *advertising plans*"  
..... DOBBS

**T**HE New York Herald Tribune is doing such a good job at speeding Dobbs' hats from Dobbs' shelves to the heads of Herald Tribune readers, that First Vice President R. A. Holmes has written us this letter:

"The use of the Herald Tribune as a medium to influence the class of readers we desire to reach has been an unbroken record of success. We feel that it is indispensable in our advertising plans.

"I am glad to tell you this and to acknowledge with thanks the intelligent, considerate and efficient courtesies of your entire organization."

Here is another New York Herald Tribune *results* story. This time it is from Dobbs of Fifth Avenue, far famed hatters and retailers of their own men's and women's wear. Their advertising of Dobbs' merchandise in the New York Herald Tribune has been "... an unbroken record of success," a record packed with significance for advertisers in New York. "... indispensable in our advertising plans," adds Dobbs and the records prove it by showing that in 1929 the New York Herald Tribune ran more than twice as much Dobbs' advertising as it did in 1928.

Increasing response, increasing results—that's the story. And the New York Herald Tribune of 1930 is a better, more profitable buy than ever for advertisers seeking action when they go out after business in the world's richest market. More than 300,000 families read it weekdays; over 400,000 on Sundays; and the New York Herald Tribune's coverage is ten times as great in the best sections of the city and its famous suburbs as it is in the poorest.

Possibly you've thought of the New York Herald Tribune as a newspaper that is "coming along rapidly." But *it has arrived!* It is a profitable, results-producing medium for advertisers of everything from foods to furs—corn flakes for a dime to fur coats for hundreds of dollars.

Actual experiences of the W. K. Kellogg Company, Revillon Freres and many, many more (we've told you of several in this series of advertisements) prove with dollars-and-cents finality that the Herald Tribune should be on your New York list.

*This is number 11 in a series of advertisements based on actual experiences of advertisers in the New York Herald Tribune market—"A City Without Slums."*

## NEW YORK Herald Tribune

CHICAGO  
John B. Woodward Co.  
360 N. Michigan Ave.

NEW YORK  
Main Office  
225 West 40th Street

DETROIT  
John B. Woodward Co.  
Fine Arts Building

BOSTON  
Carroll Judson Swan  
931 Park Square Bldg.

SAN FRANCISCO  
Verree & Conklin  
681 Market Street

ought but a theoretical fear, or temporary condition, in the United States as at present constituted.

But there is another aspect in which saturation is a very real condition. From an economic standpoint, saturation is reached when it is no longer profitable to increase sales. In other words, there is a point when the cost per sale begins to destroy profits, with the result that increased volume increases the possibility of deficit.

There is evidence that in the last few years, and particularly in the last twelve months, many manufacturers have either ignored the existence of this point, or never knew it existed. With them, the thirst for volume has swept away all other considerations. Forgetting the fact that volume becomes costly in proportion to increase of selling effort, they have failed to understand why a greatly enhanced volume should show a decreased profit in 1929, whereas a smaller volume in 1928 produced a much fatter figure on the right side of the ledger.

It is the yearning for volume which brought on the system of forcing sales through high-pressure methods, whereas it is becoming increasingly recognized that to sell a customer a product which in both quantity and quality is not exactly suited to his needs and capacity is bad economics, and hence bad business.

To put on high pressure for the sake of high volume is to invite hasty and superficial salesmanship, create resentful customers, and provoke an unfavorable reaction against both one's own firm and one's own industry. But worse than that, it may contribute to the very condition which high-pressure methods are intended to avert—namely, slack demand, reduced prices, and a glutted market.

### III

Down in Mexico the silver industry is suffering from a sudden crisis. In the last year, the price of silver bullion has fallen 22 per cent, dropping nearly 7 per cent within the last two months. Soon after the New Year, it declined to

45 $\frac{3}{4}$  cents a troy ounce, the lowest level reached in modern times.

Mining operators think of silver as "different" and "peculiar"—what producer does not think of his business as unusually "different" and "peculiar"?—because it is coined into money and hence supposedly has a mystic element in it. But silver bullion, since it is produced by human labor, is a commodity just like beans or taxirides, and is subject to the same laws.

It seems that the silver industry in Mexico is suffering from the malady which, as we are indicating here, is not unknown north of the Rio Grande. We read in a news dispatch that "one reason the crisis is now so acute is that producers have tried to meet the situation for some time past by quantity production, to compensate by volume for the smaller profit margin." In short, "volumania" has reached Mexico, too, and is creating the same symptoms known elsewhere.

However, it will not suffice to criticize the desire for volume, as such. Any business may legitimately aspire to high volume, and merely to resolve to abate the fever of "volumania," or to put on a lower and more moderate pressure in production and sales, will not necessarily cure an unsound condition.

Volume is desirable, and is to be worked for; the question is one of proper apportionment, regulation, and concentration of effort. Are you sure you know where your real volume comes from—that is, the volume that pays the profit?

A certain wholesaler who had been doing an increasing annual business but whose annual net profit showed a curious lag, was recently moved to look into the cause. He got out his list of customers and went over their accounts. He got some surprising figures.

He found that more than half his customers were distinctly unprofitable—that, in fact, 52 per cent of them brought him a total business that produced only 12 per cent of his volume. Further ex-



## Washington Is an Outstanding Automobile Market

During 1929 there were issued in the District of Columbia 149,711 motor vehicle tags for pleasure cars—which is the equivalent of one to approximately every 3.7 persons.

That demonstrates two things—that Washingtonians enjoy motoring; but what is of more importance that they have the money to indulge their inclinations in this and every other direction.

The same is true throughout the Washington trading area, which embraces the adjoining counties of Maryland and Virginia—all of which you can reach for your product through ONE medium only, THE STAR—Evening and Sunday.

# The Evening Star.

*With Sunday Morning Edition*

**WASHINGTON, D. C.**

New York Office:  
Dan A. Carroll  
110 E. 42nd Street

Chicago Office:  
J. E. Lutz  
Lake Michigan Building

THE progressive advertising agency can take its Imagination or leave it . . . can be practical without being unimaginative . . . can be imaginative without being impractical.



The *Exc*

230 PARK AVENUE NE

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Dickson Co.

NEW YORK CITY



# LINKED WITH LINDBERGH

Daniel Rochford, Aviation Editor of the Boston Evening Transcript, pre-eminent as the flying man's newspaper, became on January 7 Publicity and Advertising Director for Pan-American Airways, of which Colonel Lindbergh is Technical Adviser.

The Boston Transcript congratulates Mr. Rochford and Pan-American Airways on the happy choice.

## BOSTON *Evening* TRANSCRIPT

CHARLES H. EDDY CO.  
Boston New York Chicago

R. J. BIDWELL CO.  
San Francisco Los Angeles



H  
amination disclosed that these customers annually bought less than \$100 worth of goods each, and that 22 per cent bought less than \$25 worth, comprising less than 1 per cent of his total volume, although these small fry got scarcely less time and attention spent on them than on the customers whose accounts yielded a consistent profit.

The net of it was that he discovered that his real market lay among 48 per cent of his actual list of customers. The rest boosted his *volume*, but rather detracted from his *profit*.

In going out after volume, therefore, a seller must determine where his real market lies—the market that yields the profit. Carrying the rest is carrying dead wood.

#### IV

Another money-losing practice is the result of a belief that to win high volume, one must carry all the numbers, items, sizes, and weights of a line, so that no customer need be turned away.

A recent survey among the grocers of a large town revealed that one retailer was stocking sixteen different brands of coffee. Some of these brands were known to the dealer as extremely slow movers, but it was his boast that he could satisfy any reasonable demand from a coffee purchaser.

An analysis brought to light that only on three brands was the grocer making real money. These three produced 79 per cent of his total volume, while over 95 per cent of the volume came from just five brands. One brand alone was responsible for 42.50 per cent of the total, while its nearest rival brought in only 21.08 per cent. The sixteenth brand on the list actually brought in a gross sale of only \$14 in a year!

This dealer, then, was the victim of a "volumania" that kept him ignorant of the fact that on eleven out of sixteen brands he was either losing or would eventually lose money, and that only five out of the sixteen were worth his time and attention.

In building up volume, therefore, it is not only necessary to know

among which customers your profit lies, but among which of your brands. You may be surprised to find that a few numbers of your line are carrying the burden of the business, while some of the rest are not even earning their keep. Many a manufacturing establishment has a list of brands and numbers that badly needs overhauling. Some will prove to be hopelessly out of date and deserve nothing short of the axe. Others will show some signs of life, but will not survive the battle unless stimulated by strong doses of renewed advertising and sales promotion.

In every case of business expansion there comes a point when it is no longer profitable to increase sales, because after that point the cost per sale increases at such a disproportionate rate that the profit is ruined. It is up to every producer to determine where that point lies in his individual case; otherwise he will find that the mounting volume, which looks so good on paper, is burying his profits so deep that eventually they will not show up at all, except in the depressing red.

Take the example of a certain small manufacturing concern whose annual sales are less than \$150,000. It makes an unbranded article which finds an outlet among chain stores. Its volume has remained approximately at the same figure for years, showing a fair annual growth, but one which a high-pressure salesman would scorn. Its percentage of profit, however, is very substantial, and would surprise those persons whose only criterion, as regards a business, is size.

The heads of the concern have firmly resisted all proposals to jazz up the volume, or to employ new and fancy selling schemes. They have already considered the subject and have decided they can boost volume of business in two ways: by increasing the price, or by increasing the number of units sold. But to increase the price would automatically check or hinder sales, and to sell more units would, because the product is a specialty without an elastic market, cause the law of diminishing returns to

operate and enhance the selling costs to an uneconomic point.

Hence the concern is content to stay where it is, satisfied with its natural growth, and not tempted by a volume that might cut down a percentage of profit that has been steady and continuous for several years.

A desire for larger and larger volume is admittedly responsible for many of the mergers that have become popular in recent times. Merging, however, brings in its train its own peculiar problems. For one thing, an increased volume, if secured, often results in a size of plant and staff that promotes inflexibility and even unwieldiness. In smooth and prosperous times a certain amount of weight and rigidity is all to the good; the machine acquires a tremendous cumulative power that tends to beat down all ordinary obstacles.

But let a transitive period come, when products and policies have to be shifted or altered, when new plans have to be quickly made and quickly carried out, and the heavy organization is at a disadvantage. Its inventory alone is an enormous item. Its selling representatives are numerous and widely scattered. Much time may be required to bring the ponderous machine to a stop and turn it in a new direction. Losses that would be negligible in a small, compact concern are infinitely multiplied in the case of a far-spread combination. In working up a vast volume of sales, the credit risks alone involve a huge sum; and that some mergers, for all their enhanced volume of business, have not allowed for other factors involved is proved by the fact that, soon after entering the omelette, they have incurred a deficit where the unit companies had been reaping a satisfactory annual profit.

### V

It is not necessarily size which produces profitable volume; it is the maintenance of the proper proportion between each dollar of volume and the dollar of selling expense. The small concern can

accomplish this just as easily as the impressive merger; in fact, it can do it easier, since it has fewer complications to keep track of than the combination. Smaller volume often permits a greater concentration on the really profitable and promising accounts.

To sum up, then, the question for the manufacturer who is thirsty for great sales to consider is, not how can I get volume, but how can I get—and maintain—profitable volume.

### New Appointments on "The Chicagoan"

David N. Laux, for the last six months Eastern manager, at New York, of *The Chicagoan*, has been appointed national advertising manager of that publication, with headquarters at Chicago. Before joining *The Chicagoan*, he was for two years with the advertising staff of *Judge*, New York.

R. W. Tierney, with the advertising staff of *International Studio*, New York, for the last two years, has been appointed Eastern manager to succeed Mr. Laux.

Willard K. Trout, formerly with the advertising staff of *Asia*, New York, has joined the Chicago advertising staff.

### New Accounts for Blaker Agency

The Sani Products Company, North Chicago, Ill., manufacturer of restaurant tables, chairs and counters, has placed its advertising account with the Chicago office of the Blaker Advertising Agency.

The Chicago Hardware Foundry Company, also of North Chicago, has also appointed the Blaker agency to direct its advertising account.

### Campbell-Ewald, Ltd., Appointments

J. A. MacLaren, for the last four years vice-president of Campbell-Ewald, Ltd., Toronto advertising agency, has been appointed general manager of that organization.

Bradley Walker, for the last six years with Campbell-Ewald, Ltd., has been appointed a vice-president and director.

### C. E. La Chaussée with "Drug Topics"

C. E. La Chaussée, formerly with *Iron Age*, New York, is now with *Drug Topics*, of that city, as a New York advertising representative.

### C. L. Pancoast Leaves "Times"

Chalmers L. Pancoast has resigned from the New York *Times* where he has been a member of the advertising staff.

*New England's Second Largest Market*

**In 1929**  
**The Providence Journal**  
*and*  
**The Evening Bulletin**  
 carried

**26,335,284 lines**

of paid advertising, a gain of 1,427,109 lines over the previous year. This is more than

**76%**

of the total advertising which appeared in all Providence newspapers in 1929.

Average net paid circulation of The Providence Journal and The Evening Bulletin is

**125,658**

which is more than the total of all other English language newspapers in Rhode Island combined.

The leadership in circulation and advertising has been won solely by the high character of these newspapers.

**PROVIDENCE JOURNAL COMPANY**  
**PROVIDENCE, R. I.**

REPRESENTATIVES

CHAS. H. EDDY CO.  
 Boston New York Chicago

R. J. BIDWELL CO.  
 Los Angeles San Francisco Seattle

# 15 MILES ADD AT

Municipal Boston is credited with a little less than 800,000 population by the 1920 census. But, within a radius of fifteen miles from City Hall are nearly two million people. Cambridge reached by subway in eight minutes, Brookline, the Newtons, Somerville, Malden, and other large centers of population are all an integral part of the Metropolitan system, although each retains its civic entity. Stretch the radius 15 miles more and another million is added.

Here is what Business Boston offers to the advertiser within the 30-mile area:

- 19 cities over 25,000 population
- 23 cities over 10,000 — 25,000
- 28 towns of 5,000 — 10,000
- 20 towns of 2,500 — 5,000
- 40 towns under 2,500

This population of 3,000,000 people is prosperous and responsive to well-planned and well-executed advertising. They are liberal buyers and prefer the merchandise made known to them through consistent advertising.

Advertising Representative:  
**GEORGE A. McDEVITT CO.**  
 250 Park Ave. New York, N. Y.  
 914 Peoples Gas Building  
 Chicago, Ill.

# BOSTON HERALD

# OTHER MILLION

800,000 Boston differs, however, from other cities in one respect—its people are divided into two separate and distinct groups through the influences of tradition, sentiment, heredity and environment. This division is made quite apparent through a comparison of Boston's major daily newspapers.

The Herald-Traveler differs from its three contemporaries in almost every respect. In its editorial policy, in its method of display and manner of news presentation it shows its allegiance to one of the two population groups. Carrying, as it does, the largest total of advertising lineage of any Boston daily, indicates the greater buying ability of Herald-Traveler readers and shows that advertisers, national as well as local, consider them preferred prospects. Three other papers serve the other group.

To cover Business Boston thoroughly is not difficult. It is necessary only to remember the divided status of its people. The advertising columns of the Herald-Traveler must be used to reach the important group, while one of the other papers can be used to appeal to most of the other.

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foreight years the Herald-Traveler  
has been first in National Advertising,  
including all financial, automobile  
and publication advertising  
among Boston daily papers.

# HERALD-TRAVELER

# *Have you ever heard this one?* **LET'S GET THE DEALER TO WIRE THE AGENCY!**

Wires from dealers (at the publisher's expense) imploring you to be sure and put the Blankville Gazette on this or that "list" further complicate confusing claims you must often wade through.

Whom can you believe?

Agencies and advertisers, the country over, have found in Knight Certified Market Studies an accurate, unbiased guide in placing campaigns that produce greater results!

A Knight Study gives you a complete market picture; it shows accurately how much the market consumes at present, its potential sales; where Mr. and Mrs. Consumer and the little Consumers buy, and how much; the newspapers they read; their response to advertising; and most important of all how to develop each market with greater profit.

This information has been carefully obtained through personal interviews by a permanently employed, thoroughly trained staff of field investigators. Knight facts are correctly analyzed, machine tabulated, and checked by bonded auditors.

The complete library of Knight studies is at your disposal.

Write for a list of the markets in which Knight studies have been made.

## **CERTIFIED MARKET STUDIES**

**Emerson B.  
Knight, Inc.**



**Architects  
Builders Bldg.  
Indianapolis Ind.**

## New Design Copyright Bill Is Introduced

This Time There Seems Some Possibility That the Act Will Be Passed

ON December 11, 1929, the newest Design Copyright Act was, as usual, introduced in the House by Albert H. Vestal, of Indiana, Chairman of the Committee on Patents. It is known in this Seventy-first Congress as H. R. 7243. In the Seventieth Congress, it was H. R. 13453.

It seems probable that this time it will pass. Since it was first considered, in 1924, this bill has been worked over, approved and objected to by those concerned, until it would appear that it is now in as good shape as is possible, unless a whole new set of objections crops up.

Its object is to provide for the protection of a design under a design copyright law rather than under the existing design patent law, even as a book is copyrighted rather than patented. In other words, a patent applies to something new, where a copyright applies to something original.

Among those who will be protected are manufacturers, not only of textiles, but of jewelry, furniture, greeting cards, boots and shoes, penholders, wallpaper, carpets—in fact, of any art products or objects which have an ornamental appearance.

Section One of this bill reads: "That any person who is a citizen or domiciled in the United States, or who is a citizen or subject of a foreign State or nation with which the United States shall have established reciprocal copyright relations, and who is the author of any design as hereinafter defined, or the legal representative or assignee of such author, may secure copyright therein upon compliance with the provisions of this Act.

"Within the meaning of this Act—

"(a) An author is one who originates a design and in so doing contributes intellectual or artistic effort to the composition thereof.

"(b) A design is a pattern applied to, or a shape or form of, a manufactured product, and shall include dies, moulds, or devices by which such a pattern, shape, or form, may be produced, original in its application to or embodiment in such manufactured product, by reason of an artistic or intellectual effort, and which produces an artistic or ornamental effect or decoration, but shall not include patterns or shapes or forms which have merely a functional or mechanical purpose."

The existing design patent law has proved unsatisfactory for three reasons, according to Henry D. Williams, Chairman of the Committee on legislation of the patent, trade-mark and copyright section of the American Bar Association, and Vice-Chairman in charge of this bill. "The first is that the expense of a design patent to the people who produce great numbers of these designs is too great. It has proved to be, in many cases, prohibitive. The second is the delay in obtaining a design patent. Because the design patent has to be searched, the application searched against, the objections of the Patent Office met, etc., it is impossible to get a design patent issued within, I should say, six months. The article comes on the market without it, and it may disappear from the market before the design patent issues . . . and lastly, the design patents when issued are frequently worthless to protect the owner against imitations which approximate the design and yet depart from it only in immaterial particulars.

"The courts have been compelled to apply to design patents the rules of construction which they have adopted in relation to mechanical and chemical and electrical patents. The form of claim, the design as substantially shown,



is construed by the court to mean the design shown in the picture.

"As a single instance, I was before Judge Lacombe, of the Circuit Court of Appeals of the Second Circuit, and he had before him the design patent in suit, and he had before him the alleged infringement. He looked at the design patent in suit. It was for an article of jewelry, and he said: 'Why, there are some dots around the corner of this picture, and they are not in the so-called infringing design. No infringement.' I was for the defendant and it was pleasant to have it held that way, and there were equities of the case that made it very just, but it was unfair to the owner of the patent if his case had been in other respects a good one."

Another recent case of the same sort occurred last October. This case involved Cheney Brothers, the well-known silk house and was reported on page 50 of the October 31, 1929, issue of PRINTERS' INK. In this case, the United States District Court for the Southern District of New York denied an injunction sought by Cheney to restrain another silk manufacturer from what Cheney charged was unfair competition. Cheney had charged the other manufacturer with copying a pattern it created and then undercutting the price on the finished goods. On appeal to the Circuit Court of Appeals the order of the lower court was affirmed.

The decision of the Circuit Court of Appeals reveals what is described in its language as a "hiatus in completed justice." What the court had reference to was the difficulty, if not the impossibility, of securing adequate design protection. The court decried the fact that under existing law design pirates could not be effectively stopped.

The new bill supplies the machinery for prompt, economical design copyright for a period of two years for \$3, for an extension after that of twenty years for \$20, application to be made, as in the case of literary and dramatic works, to the register of copyrights under the supervision of the Libra-

rian of Congress. It provides penalties for infringement and false registration. It allows for reasonable reproduction under understood conditions, in the case of paper pattern manufacturers, motion-picture and gramophone reproduction. As far as possible, allowing for the frailty of human nature, it relieves retailers of guilt in unconscious infringement, referring possible litigation back to the producer and manufacturer, after the retailers have been warned. The thing punished under a copyright law is copying, plagiarism, and that only.

### Ridder Brothers Buy Interest in Seattle "Times"

The Ridder Brothers, publishers of the New York *Staats-Zeitung* and *Herold*, New York *Journal of Commerce* and other papers, have purchased a 44 per cent stock interest in the Seattle *Times*. Colonel C. B. Blethen, publisher of the *Times*, retains a 56 per cent interest in the newspaper and continues as president of the publishing company.

The Ridder Brothers list of newspapers in addition to the *Staats-Zeitung* and *Herold* and the *Journal of Commerce*, includes the following: Jamaica, N. Y., *Long Island Press*; St. Paul, Minn., *Pioneer Press* and *Dispatch*; Grand Forks, N. Dak., *Herald*; Aberdeen, S. Dak., *American* and *News*; and the Paterson, N. J., *Press-Guardian*.

### Louis C. Pedlar to Start New Advertising Business

Louis C. Pedlar, formerly president of Pedlar & Ryan, Inc., New York advertising agency, and, more recently, president of Phono-Kinema, Inc., of that city, will open an advertising business at New York on February 1. The name of the new business will be the Louis C. Pedlar Corporation.

### R. D. Merrill Joins "The Farm Journal"

R. D. Merrill, formerly advertising manager of the *American Agriculturist*, New York, has joined the sales staff of *The Farm Journal*, New York office division.

### Commander-Larabee Account to B. B. D & O.

The Commander-Larabee Corporation, Minneapolis, flour milling company, has appointed the Batten, Barton, Durstine & Osborn Corporation of Chicago to direct its advertising account.



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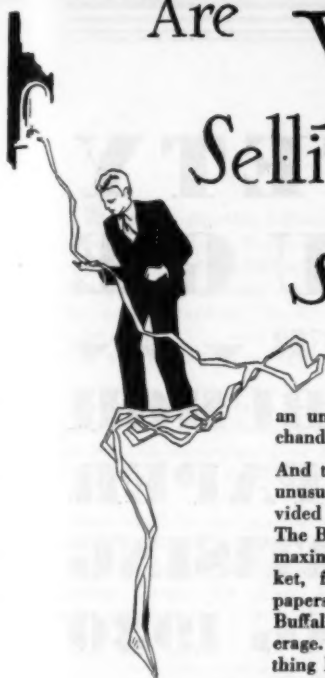
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# Are YOU Selling Buffalo short?



Buffalo has an average annual income per capita of \$1,280, representing to the advertiser an unusually attractive market for merchandising offers.

And the advertiser has a right to expect unusual returns from his investment provided he does not sell the market short. The Buffalo Times does not claim to give maximum coverage of the Buffalo market, for Buffalo requires two evening papers to secure maximum results. No Buffalo paper gives over a 58.76%\* coverage. We do claim, however, that anything less than the two evening papers is not sufficient.

Amplly cultivate Buffalo through the Times and the other evening paper, reaching 96.79%\* of the regular newspaper reading families.

\*From an unbiased study of the Buffalo market conducted by Emerson H. Knight, Inc.

## The Buffalo Times

A Scripps-Howard Newspaper

National Advertising Department of Scripps-Howard Newspapers, 230 Park Ave., New York City

CHICAGO SAN FRANCISCO  
DETROIT PHILADELPHIA




Member of the Audit Bureau of Circulations . . . of The United Press and of Media Records, Inc.

LOS ANGELES DALLAS  
BUFFALO ATLANTA

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**A  
SAFETY  
GAUGE  
FOR YOUR  
PITTSBURGH  
NEWSPAPER  
ADVERTISING  
DURING 1930**

**THE PRESS**  
HAS THE HABIT  
OF  
PRODUCING  
RESULTS



**A**ccurate monthly advertising lineage records, as compiled by Media Records, Inc., show how national advertisers consistently apportion their Pittsburgh newspaper advertising appropriations. They spend the major share in The Press solely because they want sales . . . and they find month after month that The Press Has the Habit of Producing Results.

During the first eleven months of 1929, The Press published 4,130,436 lines of national advertising or 160,285 lines more than the combined national total of the other two Pittsburgh papers.

There need be no guess-work about covering the rich Pittsburgh market. The experience of thousands of successful national advertisers serves as a Safety Gauge for your Pittsburgh newspaper advertising.

*Measurements taken from Media Records, Inc. and are exclusive of advertising in national magazine section distributed by the other Pittsburgh evening and Sunday paper.*

# The Pittsburgh Press

A Scripps—Howard Newspaper

NATIONAL ADVERTISING  
DEPARTMENT OF  
SCRIPPS-HOWARD  
NEWSPAPERS  
230 PARK AVE., N., Y. C.



MEMBERS OF THE AUDIT  
BUREAU OF CIRCULATIONS  
. . . OF THE UNITED PRESS  
and of  
MEDIA RECORDS, INC.

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS  
DETROIT . PHILADELPHIA . BUFFALO . ATLANTA

*Announcing*  
**HANFF - METZGER**  
*of CALIFORNIA, Ltd.*

450 Western Pacific Bldg.,  
Los Angeles, Cal.

*under the direction of*  
**CARL M. HEINTZ**

Organized to further the western activities of Hanff-Metzger clients and to render modern advertising agency service to advertisers on the Pacific Coast with a staff trained to the requirements of merchandising and advertising in this section.

**Hanff-Metzger**

Incorporated

**Advertising**

*Organized, 1913*

**Paramount Building**  
**Broadway, 43rd and 44th Streets, New York**

# Meet Earnest John, the Space Salesman

By Howard W. Dickinson

"**N**OTHING but hard facts seem to go these days." So says Earnest John, the space salesman, and fills both his mental and his leather portfolios with figures, "breakdowns" and such. He is the boy who clamors for a promotion department and gets it. This promotion department is "good" if it produces facts and breakdowns of sufficient vividness and brevity so that Earnest John can lay them down on the agency space buyer's desk and get a spark of interest. "This is what I need. It will be valuable in my data file." With that reaction Earnest John knows his tools are sharp and working well even if the orders are deferred.

*Earnest John, now and again, not too often, hears from an advertiser to the effect that his publication has brought splendid results. Be he hard boiled or gentle minded, this news always makes him feel like a three-year-old with a brand new slice of bread and molasses.*

Nonchalantly, aggressively, depreciatingly, and boastfully, Earnest John spreads the great news. "Thompson Fly Paper put us at the head of their list on results." Give him a few more reports like this and he won't need the breakdowns of the mis-labeled promotion department. But not many advertisers will tell him these blessed facts. They don't know, or they want Earnest John to doubt, the standing of his publication on their lists. They may want to spar for better position or some other favor. So John feels mostly that he is not only selling blue sky but that it is going to keep on being blue sky.

Earnest John admires his editor. He must, to sell the editor's work, but he wonders why he won't play up this or that as a competitor's editor seems to do so effec-

tively. His thoughts are mostly "if" thoughts.

*With an unusual size or shape, Earnest John knows he is out of luck. Agents don't like to go to the expense and bother of special plates for a measly little few hundred thousands of circulation, when millions can be reached with plates of one size, the usual, big circulation size. "If only my publication would change its size!"*

Earnest John cannot remember a day or a week when he was completely satisfied with his own work. He remembers periods of gain, when he tabulated his territory and found that some force was bringing more business in. Was he that force? He wants his boss to think so. He digs into a checking of competitors' space sold. Ah, they are gaining, too! Must be that there is more business loose in this territory. Anyway he's getting his share. If not 100 per cent good, at least the situation is not bad.

*Johnnie Boy can't escape the Futility Complex. "I'm just doing the best I can. When people buy space, I'm tickled to death, makes a gain for me. I'm going to get all the personal credit I can for it, more salary if I can and all that. I never will know whether I'm really any good or not."*

And Earnest John never can know that. In the midst of the gain and the joy of it comes a feeling that it's just a general development in his territory. Comes often the feeling that if John was really good he'd have the new color schedule of General Shrimps which others are getting and he is not. Comes the feeling, again and again, "One more little thing which I didn't do would have

turned the tide on Consolidated Pancakes and given us the business." In the midst of this general increase of business John's paper is taken off the Running Brook Fountain Pen list.

"Great Scott!" says Earnest John, "There isn't a publication printed which fits the Running Brook Fountain Pen as perfectly as ours!" Follows a desperate spasm for re-instatement, doomed before it starts. Follows an agony of undeserved humiliation, for Running Brook is just a fool about it, which John knows if the Running Brook agent doesn't.

"Well," says Earnest John, "There may be some consolation. It looks as though I was going to get Fag Ends Cigarette." John goes South to get it. Rather phoney copy perhaps, but a full schedule in full color. He knows the Fag Ends man too, knows him well. Fag Ends man says: "Sorry, old chap, hoped we could get you on, you'd have been next if we added anything but we are putting a lot of money into a new airplane stunt and cutting down a bit on publications."

*And still there's hope, though John thinks he knows that he might have gotten Consolidated Pancakes, Running Brook, and Fag Ends if he had done something more or something a bit differently. There is Splash-On Shaving Paste. Someone said that Splash-On was considering the use of John's type of publication.*

Again the old grip is packed, and John finds a couple of friendly enemies on the train, both on the way to that great city made famous by the fact that it is the home of Splash-On. They take it all-three-on. Here is competitor co-operation for you. They bombard the Splash-On man. They make a deep dent. But the Splash-On man's boss and his agent just simply make other arrangements and that is that. John has been so busy about these things that he has

neglected Cream of Onions, not much chance of getting it now anyway, but ought to see them on the next trip.

*Long before the next trip, an order for Cream of Onions comes in. Glory-be for the order.* "Gosh, I ought to have been on the job" for the neglect. "Why can't I ever receive an unmixed blessing?" thinks Earnest John.

Old Sir Anthony Baldrick, sat in his big chair and bemoaned the passing of knight-errantry. He looked at his dented armor and then his eye caught the faded ribbon on his old ashen lance with its rusted iron point. "They've traded the weapons of a man for the sneaking blunderbuss. Now a caitiff may kill a king, a mean, pulling caitiff who couldn't e'en lift yon broadsword. Alack, knight-errantry is dead."

*Could Sir Anthony have seen Earnest John, he might not have recognized his heir in knight-errantry. Why does Earnest John stay in such an uncertain and distressing occupation? He is a knight-errant. Sorry for him? Keep your tender sympathy for someone who wants it and will accept it.*

Earnest John is learning advertising as but few others can. He sees and feels the infinite adjustments, the personal shiftings, the false starts and sudden swerves, the main currents and the swirling eddies (nothing but a mixed metaphor will fit such a mixed up thing) as this stream of human action moves on. He knows the worth of the space-buyer and he knows the extent of his bluff equally well. He's in the thick of things, fighting, pushing, scrambling for his share. He's a knight-errant, but he has a front box seat at a good show, too. His friends, and he makes many of them, are the fighters in business. Some of them high up, some of them coming up.

*I saw Earnest John at a great gathering of the clan. Work-*

5, 1930

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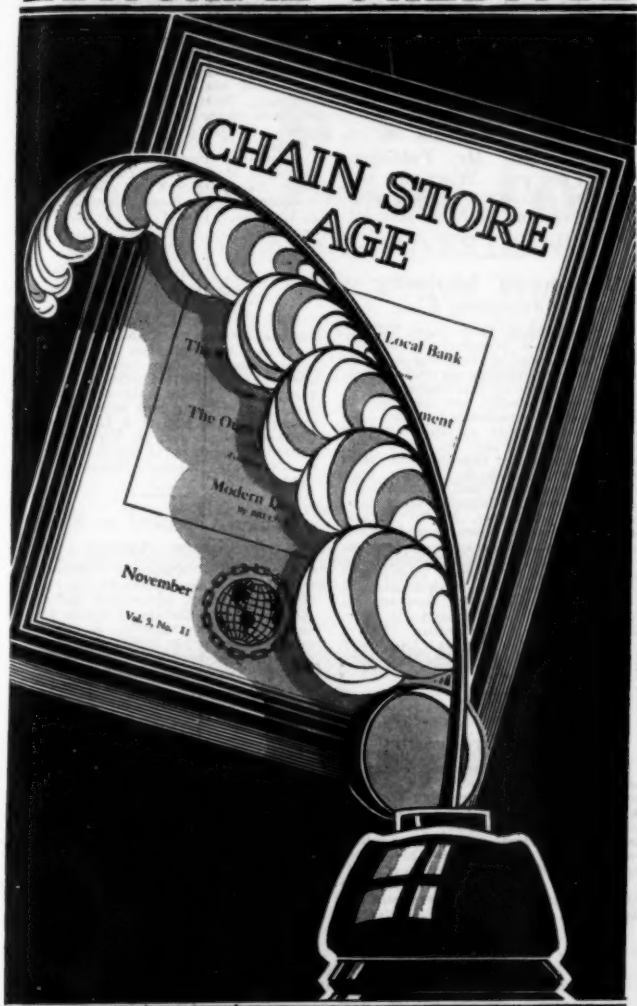
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Jan. 16, 1930

PRINTERS' INK

111

# EDITORIAL PRESTIGE



BY EVERY COMPARISON FIRST IN THE FIELD

93 WORTH ST. NEW YORK

*ers and dignitaries in the field of advertising and promotion. A man of high rank in the industrial world came up to greet John and his chief. He shook hands with John's chief, then with his arm around John's shoulder he led John to his own table, just to insure himself a pleasant evening.*

Knight-errants, Mr. Publisher, say what you will. When now and then you get one in your army who knows how to fight, you are in luck.

### Teachers of Marketing and Advertising Elect

H. H. Maynard, Ohio State University, was elected president of the National Association of Teachers of Marketing and Advertising at its convention held recently at Washington, D. C. Other officers elected are as follows: Vice-president (marketing), Paul D. Converse, University of Illinois; vice-president (advertising), E. K. Strong, Stanford University; vice-president (sales management), Harry R. Tosdal; vice-president (retailing and wholesaling), Paul H. Nystrom, Columbia University, and secretary-treasurer, N. W. Barnes, director, Bureau of Research and Education, Advertising Federation of America. Directors of the association and the years in which their terms expire are: Hugh E. Agnew, New York University (1931); Fred E. Clark, Northwestern University (1931); Edmund D. McGarry, University of Buffalo (1930); H. K. Nixon, Columbia University (1930), and Roland S. Vaile, University of Minnesota (1930).

### Leon Kelley, Secretary, Fishler, Farnsworth

Leon Kelley has been elected secretary of Fishler, Farnsworth & Company, Inc., New York advertising agency. Other officers remain unchanged: Bennett H. Fishler, president; George Zealand, vice-president, and Alice Coulter, treasurer. In addition to his other duties, Mr. Kelley will be copy chief. Frank W. Farnsworth has withdrawn from the staff of Fishler, Farnsworth & Company.

### New Orleans Bakers Plan Co-operative Campaign

At a recent meeting of the New Orleans Master Bakeries, plans were formed for a co-operative advertising campaign among New Orleans bakeries, featuring French bread. The Fitzgerald Advertising Agency, Inc., of that city, has been appointed to handle the campaign. Newspapers will be used.

### Business Paper Editors Appoint Survey Committee

The National Conference of Business Paper Editors has appointed a committee to maintain contact with the National Business Survey Conference, which has been organized at the suggestion of President Hoover. Norman G. Shidle, of the Chilton Class Journal Company, Philadelphia, has been made chairman of the Business Paper Editors' group. Samuel O. Dunn, *Railway Age*, Chicago, is vice-chairman. Other members of the committee are: Dr. H. C. Parmelee, McGraw-Hill Publishing Company, New York; Virgil Guthrie, *National Petroleum News*, Cleveland, and E. L. Shaner, *Iron Trade Review*, Cleveland.

### C. F. Propson to Direct Scholl Advertising

Carl F. Propson, formerly advertising manager of the Crosley Radio Corporation, Cincinnati, has been appointed advertising and sales promotion manager of The Scholl Manufacturing Company, Inc., Chicago. He also was previously advertising and sales promotion manager of the Bausch & Lomb Optical Company, Rochester, N. Y., and export advertising manager of the E. I. du Pont de Nemours Export Company, New York.

### Mifflin Chemical to Kling-Gibson Agency

The Mifflin Chemical Corporation, Philadelphia, has appointed the Kling-Gibson Company, advertising agency of New York and Chicago to handle the advertising of its products. A newspaper campaign featuring Mifflin Rub-downs is planned co-ordinately with distribution through one hundred and twenty-four jobbing centers of the country.

### L. J. Bertoli to Direct Nyal Sales

L. J. Bertoli has been appointed director of sales and merchandising of the Nyal Company, Detroit, drug manufacturer. He has been with the Du Pont Viscoloid Company and at one time was with the Fuller-Morrison Company, Chicago.

### Los Angeles Office for Hanff-Metzger

Hanff-Metzger, Inc., New York advertising agency, has opened a California office at Los Angeles. It will be under the direction of Carl M. Heintz.

### Appoints Rankin Agency

B. T. Moran, Inc., Chicago, bank service, has appointed the Wm. H. Rankin Company, Inc., advertising agency, Chicago, to direct its advertising account.



... and in 1929

# THE ST. PAUL DISPATCH-PIONEER PRESS

GRAND TOTAL OF ADVERTISING  
again was GREATER THAN THAT  
OF ANY OTHER TWIN CITY PAPER  
—Gaining 1,248,880 Lines Over 1928...

*Grand Total of Advertising—1929*  
(Local—National—Classified)

Dispatch-Pioneer Press—17,702,790 Lines.

Minneapolis Tribune—15,077,510 Lines.

Minneapolis Journal—14,791,686 Lines.

St. Paul News—8,572,564 Lines.

## THE DISPATCH-PIONEER PRESS

Leads the Minneapolis Tribune by 2,625,280 Lines.

Leads the Minneapolis Journal by 2,911,104 Lines.

Leads the St. Paul News by 9,130,226 Lines.



# G



LITERACY. An index to early signing  
and naming death

6%  
of all  
people  
in the  
U.S.  
are  
illiterate

Only  
2.7%  
on the  
Pacific Coast

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# There used to be Indians in Manhattan, too . . . . .

Even now there are 20% more Indians in New York State than in Oregon. The risk of being tomahawked is about the same on either coast.

We have seen, repeatedly, a slightly pop-eyed expression on the faces of visiting advertising men which tells us that the East still thinks of the Coast as a region lying somewhere west of the Llano Estacado or Great Staked Plains.

In the expectation of profiting by a wider appreciation of statistical truths about the Pacific Coast, we therefore point out:

1. Pacific Coast people have an average income-tax rating that should make any advertiser's eyes swing sharply on this market. 2. Our 65.1% super-normal standard of living proves that we like nice things, even if we have to buy them. 3. Our population is 62% urban, thus being constantly exposed to display-window temptations. 4. Establishment of dealer outlets on the Coast is exceptionally profitable to advertisers because our population is growing twice as fast as the rest of the country.

These facts can hardly be read without suggesting, by their own intrinsic forcefulness, that the Coast territory will make good advertising pay good profits. The Hearst papers furnish a sound covering medium.

## HEARST PACIFIC COAST COVERAGE



1,390,180 CIRCULATION 1,560,000 FAMILIES

of the twenty-eight Hearst Newspapers read by more than 20,000,000 people

Morning & Sunday

Evening

SAN FRANCISCO EXAMINER  
ATTLE POST-INTELLIGENCER  
S ANGELES EXAMINER

SAN FRANCISCO CALL-BULLETIN  
OAKLAND POST-ENQUIRER  
LOS ANGELES HERALD

# The New British Buying Power

*The Daily Express* has devoted the last eleven years to building up a *new* buying power in Great Britain.

*The Daily Express* has accomplished what it set out to do, and, in doing it—

*The Daily Express* has increased its circulation by more than one-million-two-hundred-thousand (1,200,000).

The history of British journalism presents no achievement to compare with this.

The dying desires of the old generation, and its rebellion against new things has been swept away.

*The Daily Express* has put youth in control—Youth with its ambitions and ceaseless demands for all new things.

*The Daily Express* has won a great victory for itself; but a far greater victory for Great Britain.

*The Daily Express* is the market place of Britain's *new* buying power.

## The Daily Express

Published simultaneously in London, Manchester and  
Glasgow

**JOSHUA B. POWERS, INC.**

*Exclusive Advertising Representatives*

250 PARK AVENUE, NEW YORK

London

Paris

Berlin

Buenos Aires

*This is the fifth of a series of advertisements presenting the world's most concentrated market, and its three-fold voice—Great Britain and the Beaverbrook Press.*

*If you are interested in the great British market you should be on our mailing list to receive our series of booklets on how to sell forty million British.*

## Reports New Newspaper Advertising Record in 1929

Good newspaper prospects for next year are indicated in the January bulletin of the Bureau of Advertising of the American Newspaper Publishers Association, which reports the preliminary results of a questionnaire which the Bureau sent to several thousand national advertisers. About 500 replies, according to the bulletin, have been received, containing answers to the question, "Are you planning to increase or decrease your newspaper advertising appropriation for 1930?" "The reports so far indicate good newspaper prospects for next year," states the bulletin. "At the same time," it continues, "they leave the impression that there is a year of hard work ahead for newspaper advertising men and that the New Year has the earmarks of a 'buyers' rather than a 'sellers' market."

Regarding newspaper advertising for last year, the bulletin has this to say: "In national advertising 1929 seems to have made a new newspaper record. The total volume of national business will probably reach a figure in excess of \$240,000,000. The previous high-water mark had been in 1926, when national newspaper advertising touched the \$235,000,000 mark. It dropped back in 1927 to \$225,000,000 and the upward climb came with the beginning of 1928. Figures for the first ten months of the past year indicated an increase over 1928 of more than 15 per cent. Then came the financial disturbance of November."

The bulletin also reports that as a result of interviews with forty-seven advertisers in the Middle West, fourteen reported that they were planning to increase their newspaper advertising; one announced a decrease; three a change of mediums and the balance were non-committal or reported no change in plans.

In reply to a form letter from the bureau, 264 newspaper advertisers in Middle Western territory disclosed the following figures: 158 report an intention to increase their newspaper space; 83 plan to use about the same advertising they used in previous years, and twenty-three plan to decrease their usual expenditures.

## Allen-A Company Appoints J. F. Kitzrow

John F. Kitzrow, for the last eight years in charge of underwear sales of The Allen-A Company, Kenosha, Wis., has been appointed to the newly created position of manager of the underwear division. He has been with the Allen-A company since 1897.

## Daniel Rochford with Pan-American Airways

Daniel Rochford, recently aviation editor of the Boston *Evening Transcript*, has joined the Pan-American Airways, New York, as publicity and advertising director.

## Paul Grant Joins Faxon Agency at Detroit

Paul Grant, for the last four years director of the mail order department of the Campbell-Ewald Company, Detroit, has joined Faxon, Inc., Chicago advertising agency, and has opened a Detroit office for that agency. C. E. Drake and E. G. Nickerson, both formerly with Campbell-Ewald, will be associated with Mr. Grant in the new office.

## Hercules Body Sales Company Formed at Detroit

The Hercules Body Sales Company, with headquarters at Detroit, has been formed to handle the distribution in Michigan of Hercules truck bodies, manufactured by Hercules Products, Inc., Evansville, Ind.

E. F. Hascall, Jr., formerly with the Campbell-Ewald Company, Detroit advertising agency, is president of the new company.

## Amaizo Account to Geare, Marston & Pilling

The American Maize-Products Company, New York, manufacturer of Amaizo oils, syrups and cornstarch, has appointed Geare, Marston & Pilling, New York and Philadelphia advertising agency, to direct its advertising account. Newspaper advertising and radio broadcasting will be used.

## R. E. Mulvogue, Advertising Manager, Peerless Motor

R. E. Mulvogue, formerly with Advertisers, Inc., Detroit advertising agency, has been appointed advertising manager of the Peerless Motor Car Corporation, Cleveland. He was, at one time, advertising manager of the General Motor Truck Company, Pontiac, Mich.

## Shirtcraft Account to Carter Agency

Shirtcraft, Inc., New York, manufacturer of men's shirts, has appointed The Carter Advertising Agency, also of that city, to direct its advertising account. Magazines and business papers will be used.

## Joins Wm. B. Remington As Vice-president

James B. Williams has been appointed vice-president of Wm. B. Remington, Inc., Springfield, Mass., advertising agency. He was formerly with The Erickson Company, New York.

## Opens Office at New York

The Edward H. Weiss Company, Inc., Chicago advertising agency, has opened an office at New York.

## Fewer Publications for 1930

THE continued policy of consolidating and merging publications reveals itself in "News-papers and Periodicals," the new name of the annual directory published by N. W. Ayer & Son, Inc., which has been published in previous years under the name of the "American Newspaper Annual and Directory." The directory for 1930 is now ready and appears in a new modern binding and color.

From the first edition of the directory, which listed 5,411 publications, the number increased from year to year until, in 1917, it reached 24,868. Then followed the years during the war when conditions made it difficult for the small publisher to remain in business. As a result, mergers, consolidations and suspensions decreased the number of publications yearly with the exception of the years 1924, 1927 and 1929. The 1930 edition lists 22,269 publications, a decrease of 350 from the number listed in the 1929 edition.

Publications established within the year 1929 are not listed in the new edition, according to the publishers, since they have found that long experience proves that many new publications are of short duration. Many new publications will not be listed therefore until of proved merit.

A comparative summary of changes, by classifications, for the 1930 edition of the directory, as compared with the 1929 edition, follows:

	1930 Edition	Net Change
Daily .....	2,427	+35
Dailies, Sunday edition..	572	+19
Tri-Weekly Publications..	12	-4
Tri-Weekly Newspapers..	58	-4
Semi-Weekly Puba.....	61	-8
Semi-Weekly News.....	457	+20
Weekly Publications .....	1,715	-186
Weekly Newspapers .....	12,010	-218
Fortnightly .....	140	+6
Semi-Monthly .....	315	-2
Monthly .....	4,203	+9
Bi-Monthly .....	182	-12
Quarterly .....	525	+13
Miscellaneous .....	164	+1
Total .....	22,269	-350

For 1930 the directory lists a

total of 10,665 towns in which publications are published, a decrease of 50 from 1929.

## Appropriate \$45,000 for Northwest Tourist Campaign

An advertising appropriation of \$45,000 has been authorized by the Puget Sounders and British Columbians Association for spring and early summer advertising to attract tourist travel to the Northwest.

Fred Crone, Vancouver, B. C., has been re-elected as president of the association. C. E. Johns, manager of the publicity and convention departments of the Seattle Chamber of Commerce, has been re-elected as executive secretary and treasurer.

Members of the new advertising committee appointed by the president are: Frank I. Sefrit, of Bellingham; George I. Warren, of Victoria; Leith Abbott, of Seattle; George S. Aldrich, of Everett; Lyle Abrahamson, of Tacoma; Charles H. Webster, of Vancouver, and Mr. Johns.

## Cadillac Appoints H. T. Porter

Hugh T. Porter, of the Cadillac Motor Car Company, Detroit, has been appointed assistant general sales manager to direct the merchandising activities of the recently introduced Cadillac V-16. He has been connected with the automotive industry since 1911, when he joined the Locomobile Company of America, Inc., Bridgeport, Conn., as assistant sales manager.

## B. V. D. Company in Merger

The Atlas Underwear Company, Piqua, Ohio, the Regatta Manufacturing Company, Baltimore, and the B. V. D. Company, Inc., New York, and its subsidiaries, all manufacturers of men's underwear, have been consolidated. The new company will be known as B. V. D., Inc. Each of the manufacturing companies will continue to operate under its present management and policies.

## M. W. Dallas to Direct Atkins Saw Advertising

Marvel W. Dallas, for more than five years assistant advertising manager of E. C. Atkins & Company, Inc., manufacturer of saws, saw tools and machine knives, has been appointed advertising manager of that company. He succeeds the late T. A. Carroll.

## Locktite Account to J. Jay Fuller Agency

The Locktite Company, Inc., Gloversville, N. Y., manufacturer of Locktite tobacco pouches, cigarette cases and vanity bags, has appointed J. Jay Fuller, Inc., Buffalo, N. Y., advertising agency, to direct its advertising account.



**MISS  
1930**

Is the *Only* Magazine  
For the Modern Girl  
The Policy of Which  
Is NOT Hemmed In  
By the Fear of Hurting Other Magazines.

*That Means a Lot.*

*Think it Over.*

**Miss 1930**

*THE Magazine for the Modern Girl*

A. H. YOUNG  
Advertising Director  
80 Lafayette Street  
New York, N. Y.

Western Representative  
POWERS & STONE, Inc.  
38 So. Dearborn St.  
Chicago, Ill.

## D. E. Thompson with Dartnell

Douglas E. Thompson, for the last five years executive assistant in charge of advertising of the Mutual Trust Life Insurance Company, Chicago, has joined the Dartnell Corporation, Chicago.

## "Broadcast Advertising"

## Appoints R. B. Robertson

R. B. Robertson, formerly editor of *The Globe Trotter*, has been appointed editor of *Broadcast Advertising*, Chicago.

## Chain-Store Sales for 1929

Company	December 1929	December 1928	% Chg.	12 Months 1929	12 Months 1928	% Chg.
F. W. Woolworth....	\$44,153,396	\$45,440,944	-2.8	\$303,033,894	\$287,315,364	5.4
J. C. Penney .....	29,585,291	25,105,292	17.8	209,686,462	176,698,989	18.6
Kroger Grocery .....	24,858,338	20,611,238	20.6	286,561,145	207,308,084	38.2
S. S. Kresge .....	24,242,016	24,843,952	-2.4	156,327,735	147,363,022	6.0
S. H. Kress .....	12,260,037	11,946,233	2.6	68,474,986	65,054,638	5.3
W. T. Grant .....	11,535,827	10,327,813	11.6	65,448,285	54,985,456	19.0
National Tea .....	8,076,019	8,190,681	-1.4	90,193,156	85,893,241	5.0
MacMarr Stores .....	7,730,486	7,029,490	9.9	87,174,791	75,110,153	16.0
McCrory .....	7,295,849	7,217,867	1.0	44,708,877	41,105,324	8.7
J. J. Newberry .....	5,149,801	4,546,109	13.2	27,788,269	20,609,243	34.8
F. W. Grand-Isaac						
Silver .....	5,127,882	4,749,213	7.9	30,416,858	23,818,091	27.7
Walgreen Company ..	4,901,459	3,664,493	33.8	46,545,462	31,389,313	48.3
McLellan Stores .....	4,381,312	4,069,259	7.6	23,774,676	18,516,066	28.4
Schulte-United .....	3,911,050			19,954,102		
Metropolitan .....	3,432,128	2,751,793	24.7	18,121,818	13,512,704	34.1
Lerner Stores .....	3,383,160	2,243,598	50.7	19,085,302	12,104,191	57.6
H. C. Bohack .....	2,994,465	2,736,820	9.4	26,536,484	23,580,290	12.5
Daniel Reeves .....	2,893,110	2,853,908	1.4	33,766,924	31,569,318	6.9
G. R. Kinney .....	2,741,379	2,603,388	5.3	20,720,790	19,238,341	7.7
Neisner Brothers .....	2,684,814	2,092,609	28.3	15,087,610	10,292,115	46.6
G. C. Murphy .....	2,641,658	2,449,581	7.8	15,721,946	12,118,187	29.7
Melville Shoe .....	2,423,340	2,621,127	-7.5	25,314,253	22,438,205	13.7
Childs Company .....	2,407,100	2,369,168	1.6	27,532,332	26,379,261	4.4
Peoples Drug .....	1,711,903	1,355,174	26.3	15,537,134	11,347,240	36.9
Southern Grocery .....	1,623,183	1,199,169	35.3	16,092,468	13,995,262	14.9
Mangel Stores .....	1,621,922	1,522,738	6.5	10,629,324	8,543,488	24.4
Am. Dept. Stores .....	1,554,349	1,478,323	5.1	10,823,480	7,059,683	53.3
D. Pender Grocery...	1,534,549	1,439,864	6.6	15,922,688	14,521,147	9.6
Waldorf System .....	1,444,065	1,363,236	5.9	16,069,338	14,621,237	9.9
John R. Thompson .....	1,319,607	1,254,619	5.2	15,742,600	14,585,050	7.9
Schiff Company .....	1,297,458	721,784	79.7	9,197,586	5,364,000	71.4
Western Auto Supply	1,175,000	1,016,000	15.6	15,957,000	12,521,000	27.4
National Shirt Shops.	823,834	769,108	7.1	4,469,488	3,796,803	17.7
Kline Bros. ....	706,215	609,665	15.8	4,920,374	3,504,864	40.4
Exchange Buffet .....	597,082	524,878	13.7	4,352,095	3,842,566	13.2
Winn & Lovett .....	527,536	519,739	1.5	6,124,397	5,284,160	15.9
Federal Bake Shops	426,933	403,633	5.7	4,500,731	4,074,934	10.4
Berland Shoe .....	415,721	294,928	41.0	3,964,637	2,587,596	53.2
M. H. Fishman Co...	414,209	222,731	85.9	2,056,078	913,005	125.1
Morison Elec. Supply	315,809	224,586	40.6	2,250,691	1,382,450	62.8
Kaybee Stores .....	234,674	193,967	21.0	1,597,447	1,286,797	24.2
Total .....	236,553,966	215,578,718	9.2	1,822,383,711	1,535,630,878	18.6

F. W. Woolworth, in commenting on the decrease December sales in 1929 showed from sales in December, 1928, states that the inclemency in weather in many parts of the country where heavy snow storms made it difficult for buyers to go about was one reason for the decline. Another was the fact that there were five Saturdays in December, 1928, while there were only four last month. On the extra Saturday of 1928, it was pointed out, business exceeded \$2,000,000.

Schulte-United reports 98 stores in operation at the end of December 31, 1929. Southern Grocery Stores, Inc., operates 400 stores throughout Georgia, South Carolina, and Alabama, under the name of Rogers, Inc.

Sales of H. C. Bohack are for the five weeks ended January 4 and for 11 months.

Sales of Daniel Reeves are for the 4 weeks and 12 months ended December 28.

## NUMBER OF STORES IN OPERATION

	END OF			END OF	
	1929	1928		1929	1928
Woolworth .....	1,828	1,725	Schiff .....	159	86
S. S. Kresge .....	597	506	G. C. Murphy .....	153	133
D. Pender .....	410	396	Metropolitan .....	151	109
Walgreen .....	398	254	J. R. Thompson .....	124	121
McLellan .....	259	201	Peoples Drug .....	112	82
S. H. Kress .....	205	193	Neisner .....	58	35
Kroger Grocery .....	5,575	5,260			





## YOUR WESTERN MARKETS...

Population is the basic index of market importance. On the Pacific Coast the ranking, according to population, is Los Angeles, San Francisco, **OAKLAND**, Seattle, Portland, Spokane, etc. Mark that down, please—**OAKLAND** is **THIRD** in the entire West.

Located on the continental side of San Francisco Bay, Oakland's ten-city market has a population of 567,000 persons. Surely no distributor can afford to overlook such a large and prosperous field.

### Oakland Tribune

OAKLAND, CALIFORNIA

(Oakland's Only Locally Owned, Controlled and Edited Newspaper)

National Representatives

**WILLIAMS, LAWRENCE & CRESMER CO.**

NEW YORK

CHICAGO

LOS ANGELES

SAN FRANCISCO



# Announcing— The 4 H Club Prize



MABEL A. BUSHNELL  
*Wisconsin*  
First Prize, \$250



AUBREY CONNER  
*Oklahoma*  
First Prize, \$250



BEULAH WOMACH  
*Oklahoma*  
Third Prize, \$50

THE 4 H Clubs\* were organized to interest farm boys and girls in better methods of agriculture. Each member is assigned a definite project such as raising a calf, a flock of chickens; growing an acre of standard crop; or a problem in home-economics. *The Farm Journal* has offered \$1000 in prizes to stimulate maximum achievement.

The 1929 Prize Winners are representative of the high type of young folk on our farms. They are your customers today. Their purchases will increase as the



Washington Square  
PHILADELPHIA  
1,500,000 Circulation

THE

Fa

# ize Winners for 1929



**NOLA McCORMICK**  
Kansas  
Second Prize, \$100



**OTTO DILLON**  
Nebraska  
Second Prize, \$100

organize come the matured farmers and  
girls farm wives of tomorrow. Your  
are. Each products should be as familiar to  
nite problem as their monthly magazine.  
a flock For 54 years, *The Farm Journal*  
acre of has been edited to fit the needs and  
blem references of the entire farm  
rm family. It invites you into 1,500,  
prizes 100 prosperous homes, reaching  
evenment real farm areas—beyond the  
ners articles of influence of any other  
type of magazine. It is a unique mes-  
sage. The sum which belongs on every  
y. The balanced national list.  
as the \*Head, Heart, Hands and Health



**GEORGE DUDLEY**  
Connecticut  
Third Prize, \$50

# NATIONAL Farm Journal



*Where there are people, there must be paper.* Somewhere, behind every person in the crowds that throng our streets, is a ledger record—a pay roll entry, a charge account or a bank balance. Page after page of RESOLUTE LEDGER carries these items reflecting and controlling the activities of thousands in their daily work.

Serviceable, easy to print, easy to rule, durable and economical—these qualities have helped make RESOLUTE LEDGER a universal favorite. Let it serve you!

# Resolute Ledger


*"Note the Tear and Wear as well as the Test"*

# NEENAH

## PAPER COMPANY

*Neenah, Wisconsin*

SUCCESS BOND  
OLD COUNCIL TREE BOND  
CHIEFTAIN BOND  
NEENAH BOND

Check the  Names

GLACIER BOND  
STONWALL LINEN LEDGER  
RESOLUTE LEDGER  
PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes



# "The Advertising Parade"—A Lesson for Superlative Mongers

Selections by a Jury Indicate That Good Advertising Depends upon Good Brains and Not on Cheap Ingenuity or Sensationalism

By Don Gridley

"THE Advertising Parade," edited by Robert Hunt (Harper & Brothers), offers an excellent series of graphic lessons to the ingenious advertising sensationalists who, lacking the ability to be good, have substituted a meretricious kind of surface cleverness which defeats itself.

The purpose of the book is clearly indicated in its subtitle, "An Anthology of Good Advertisements of 1928." Perhaps the date will give some prospective purchasers an idea that the book is already a bit outmoded but careful examination of the contents will reveal that the good advertisements of 1928 are still good advertisements in 1930.

The plan of the book is simple. Mr. Hunt, the editor, made a thorough survey of 1928 advertising and chose from the vast body of available material 300 advertisements which satisfied his standards, which, happily, are high. These were submitted to a jury composed of Roy S. Durstine (for advertising agencies), Edward Streeter (for the public), P. L. Thomson (for advertisers), and L. A. Weaver (for publishers). The judges, acting independently, rated the 300 advertisements on the basis of general advertising effectiveness, copy, art, layout and typography, and from the 300 chose 150 for inclusion in the book. As was to be expected unanimous agreement among the judges was infrequent but every advertisement included in "The Advertising Parade" has the endorsement of at least two of the judges.

In spite of Mr. Hunt's quite positive assertion that it is possible to rate advertising on a scientific basis, the final test of any advertisement still remains its effect on the consumer. During the last few

years, however, advertising has been reduced closely enough to an exact science so that the average advertising practitioner can say, "This is a good advertisement," and come fairly close to being right. There are still enough upsetting factors, on the other hand, to make it dangerous to accept "The Advertising Parade" as an indication of a dogmatic choice of the best advertisements or to believe that the ratings of the judges are in each case accurate measures of the selling effectiveness of single advertisements.

If the judges' rating were omitted and if no attempt were made to evaluate each advertisement from various angles, the book would still be worth publishing and worth buying. In fact it will be better, perhaps, if the buyer of "The Advertising Parade" forgets the ratings entirely and looks upon the book as what it is, an excellent anthology.

As an anthology the book is a far more damning indictment of exaggeration and sensationalism than a similar number of pages devoted to vituperative text. Among the 150 advertisements there are very few which make use of any of the ingenious tricks which are the stock in trade of the advertising sensationalist. "The Advertising Parade" is a convincing proof that the sensationalist's basic thesis is built on nothing more than his own innate stupidity.

This thesis, of course, is that the great American buyer becomes so accustomed to ordinary advertising that his jaded palate can be titillated only by liberal doses of the paprika of something different. Advertising, not being static, does demand the new, but newness and novelty are by no means synonymous and the sensationalists have

not yet discovered that fact. It has never occurred to them that a clever rearrangement of the tools already at hand is more likely to be effectively new than the introduction of new and more bizarre tools. Because of their blindness to this fact they have wandered enthusiastically down the alleys which lead only to *cul de sacs* of exaggerated statement, overpowering and meaningless superlative, pseudo science and the other devastating tricks which have done so much to shake the credibility of advertising. While they have been floundering about, scratching their nails hopelessly in an effort to climb high walls of consumer resistance, wise advertisers have kept serenely to the more pedestrian ways of the open road and have achieved the effective newness which their rivals have sought so feverishly.

A careful examination of the advertisements included in "The Advertising Parade" shows that very few of them make the slightest use of the obvious tricks of novelty. It is as though the shrill cries of the superlative mongers had never shattered the dignity of the advertising pages.

The best advertising of 1928 demanded, just as the best advertising of 1930 demands, an intelligent application of methods already pretty well established. The advertiser of today uses consciously the knowledge which was more or less intuitive with the advertiser of twenty years ago. Because of this fact he is building on a sounder foundation and is able to carry his work a step further with a reasonable certainty that his course is correct.

"The Advertising Parade" is an astounding proof of the effective use made by modern advertising of the best in the arts. The copy in these advertisements is as varied as it is excellent. The art ranges all the way from the conservative to the radically modern. Typography and layout, those important secondary arts, show the same surprising variety and rightness. Thus the advertisements, taken together, once more show how far advertising has advanced and how much

real intelligence and ethical honesty are being applied to the business which has become the right hand of commerce.

"The Advertising Parade" is a book which is worthy of the careful study of anyone interested in better advertising. By no stretch of imagination is it an idea book from which the lazy may borrow at will. Each advertisement is such an effectively welded whole that to borrow a part is to ruin the effectiveness of the whole. The book's chief value is as a challenge to the sensationalist and as an encouragement to the intelligent.

### Du Pont Cellophane Appointments

A. S. Allen, formerly with the Eastern district sales staff of the Du Pont Cellophane Company, Inc., New York, has been appointed to handle the development of Cellophane as a utility material. In this work he replaces F. R. Downes who has been made general manager of Laminol Products, Inc., manufacturer of laminated Cellophane and fibrous materials for the millinery and novelty fields.

Wilfred E. Lock has been added to the Eastern district sales organization to succeed Mr. Allen in the Western New York, Pennsylvania and Eastern Ohio territory.

Ben Cameron has joined the technical service section of the Cellophane company, and E. F. Leahy has been added to the Cellulose cap division.

### New Account for Morgan-Todd Agency

The Barnes Manufacturing Company, Mansfield, Ohio, manufacturer of power pumps, hand pumps, sanitary enamel ware and plumbing fixtures, has placed its advertising account with The Morgan-Todd Company, Mansfield, Ohio, advertising agency.

### New Account for Nelson, Duncan & Harlow

The Felters Company, Boston, felt manufacturer, has appointed Nelson, Duncan & Harlow, advertising agency of that city, to direct its advertising account. Business papers and direct mail will be used.

### Zenn Kaufman Joins United Agency

Zenn Kaufman, formerly with the Collegiate Special Advertising Agency, New York, has joined the merchandising counsel and research department of the United Advertising Agency of that city.



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PHOTO  
HARLOW  
1930

H

Jan. 16, 1930

PRINTERS' INK

127



## 5000 REPLIES ARE SOMETHING TO CROW ABOUT!

And Johnson and Johnson, manufacturers of surgical dressings, etc., together with Young and Rubicam who prepare their advertising, are as proud of this result as we are!

We quote Mr. H. W. Roden, Director of the Baby Products Division:

"...we received over 5,000 responses from the advertisement..the photograph..played an important part in securing attention to the advertisement."

Johnson and Johnson are but one of the many national advertisers who use The Photography of H. Armstrong Roberts. Our files contain thousands of unusual subjects made to illustrate your story convincingly!

A note outlining your requirements and the purposes for which the photographs are desired will bring a carefully chosen selection for your approval.

inconvenient catalogue containing several hundred representative pictures is available. For this, there is a charge of \$2, which is rebated on the first purchase order.



# H. ARMSTRONG ROBERTS

4201 Locust Street  
Offices in New York

Philadelphia, Pa.  
London • Berlin



## The Bible as an Aid to Copy Writers

ELGIN, ILL.

**Editor of PRINTERS' INK:**

I would appreciate it if you would advise me if there have been any articles in *PRINTERS' INK* dealing with the Bible as an aid to copy writers—or as an aid to advertising in any way.

HUBERT K. GRONLUN.

**I**N *PRINTERS' INK* of September 27, 1928, there was an article entitled, "Bible Quotations in Advertising Copy," which may be of suggestive value in this connection. However, the chief value of the Bible to the copy writer would come rather from a study of the rich but simple diction of the King James translators, and the brevity and conciseness of the Bible writers.

Several attempts have been made since the days of King James to introduce new translations of the Bible as being more accurate and faithful to the Hebrew and Greek originals. Doubtless these claims are correct, but the quaint and vigorous language of the Authorized Version, its imagery and sense of drama are hard to surpass, and it is this version which retains a permanent place in the knowledge and affections of the people. On this account alone the copy writer would do well to stick to the King James translation.

It is sometimes charged that present-day copy writers, in their endeavor to please clients, are becoming too wordy, flowery and magniloquent in their language. "Singing copy" has its place, depending on the subject and the effect aimed at, but few pieces of writing are more effective, for example, than the opening of the first chapter of Genesis. Here the theme is nothing less than the Creation of the World. An impression of vastness, of great spaces, of tremendous operations, is created, but all in a few sentences and in simple words.

For narrative power the copy writer might usefully study the first five books of the Old Testa-

ment, also Chronicles and Kings; for rich imagery the Psalms of David; for eloquence the Prophets and the letters of St. Paul, and for the striking use of illustrations, the parables and sermons of Jesus.

Many a lawyer, especially in the rural districts, is still winning cases by drawing heavily on the Bible, and there is no reason why copy writers, provided they observe the rules of good taste, should not do the same.—[Ed. *PRINTERS' INK*.]

### R. W. Bennett with Trav-Ler Mfg. Company

Robert W. Bennett has joined the Trav-Ler Manufacturing Corporation, St. Louis, radio manufacturer, as vice-president in charge of sales and advertising. He has been with the radio industry since 1921 and for the last two years has been with the A. C. Dayton Company, Dayton, Ohio, as vice-president and general sales manager.

### F. T. Kessler, Jr., Joins Arthur R. Sternau

Frank T. Kessler, Jr., formerly with the Wilson H. Lee Advertising Agency, New Haven, Conn., has joined Arthur R. Sternau, Philadelphia advertising agency, as an account executive. He was, at one time, with the Allen-Hance Organization, Inc., advertising agency, also of Philadelphia.

### New Account for Nelson Chesman Agency

Marie's Valley Farms, Westphalia, Mo., operating a baby chick hatchery and poultry farm, have appointed Nelson Chesman & Company, St. Louis advertising agency, to direct their advertising account. Sunday newspapers, farm journals and poultry publications will be used.

### Appoints Medico-Dental Publicity Associates

The Verlag Wissenschaftlicher Filme, Berlin, has appointed the Medico-Dental Publicity Associates, Inc., New York, as its American representative. The Medico-Dental company will direct the sales and distribution of the Berlin company's films in this country.

### Trunk Account to Fuller & Smith

The Mendel-Drucker Company, Cincinnati, manufacturer of trunks and tourist cases, has appointed Fuller & Smith, Cleveland advertising agency, to direct its advertising account. Magazines and direct mail will be used.



## Listed Common Stocks on the New York Stock Exchange

We have prepared a list of sixty dividend paying stocks listed on the New York Stock Exchange selling below \$50 a share and attractive for yield.

### also

A list of fifty-two dividend paying stocks listed on the New York Stock Exchange now selling at \$50 to \$100 a share and attractive for yield.

*These lists together with*

### DAILY MARKET LETTER

*may be obtained by writing for Analyses P.I.-316*

## Jackson Bros., Boesel & Co.

26 Broadway, New York, N. Y.

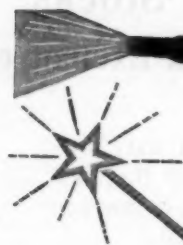
332 South La Salle St., Chicago, Ill.

*Members New York Stock Exchange and other  
principal exchanges*

### PRIVATE WIRES TO ALL OFFICES

Chicago, Detroit, Buffalo, Toledo, Baltimore, Kansas City,  
Duluth, Boston, Omaha, Lincoln, Neb., Springfield, Ill.,  
Lafayette, Ind., St. Louis, Atlanta, Memphis, Milwaukee

# How a Business Paper Works



The  
Fiery Wand  
of Modern  
Industrial  
Magic



# Wo authority in Its Industry 1

## Mother Nature —

### the First Mighty Smith

"THE smith a mighty man is he"—wrote Longfellow, inspired by crashing blows and showers of sparks at the village forge. Under the power of a brawny man, two pieces of white hot iron were being joined. The smith called it welding.

Outside, on that New England winter day Nature was tightening her armor; silently, yet more effectively than the man with his heat and hammering. Where pieces of ice pressed together Nature lowered the temperature slightly, there came an instant's fluidity, a fusing, and—one solid mass of ice where separate pieces had been. That, too, was welding—basic welding.

Man was slow to learn Nature's knack. But now that he has, the welding torch, with its tiny melting, resistless flame, has become a magic wand. It glows, and structures, little or large, take shape, fairly leap into view. Or in a twinkling great hulks that have outlived their usefulness are cut down, disappear—scrap for another day, another form.

Welding is now a major force in industry—concentrated, flexible, constantly reaching out toward wider application, both manually and automatically. Much of economy and of production speed depend on it.

It is a fascinating story, this current unfolding of welding knowledge and practice as presented by progressive advances, in *Iron Trade Review*. Here, experts submit leading articles and the substance of what are becoming, and have become, standard books on the subject. More than 40 pages of this (an average of one and a half pages per issue) have appeared since Jan. 1. —Another reason why *Iron Trade Review* is a leader in the metalworking industry.

## IRON TRADE REVIEW

A Penton Publication

Penton Building

Cleveland, Ohio

The Penton Press—Printers of newspapers, business papers, national magazines, books, catalogs, etc.

Member, A. B. C., A. B. P., N. P. A

## Photographs *Build* Business



"This is an actual photograph." These five words under an illustration inspire more confidence than five volumes of adjectives. Use this phrase in all your advertising—it pays!

**U**SE PHOTOGRAPHS to conquer cut-price competition. Your product costs more because it's worth more. Let the camera create convincing proof of quality. A buyer may question a salesman's word; but photographs always inspire faith . . . And faith moves merchandise. To make your personal selling and your printed selling more effective, turn to photographs. They build believability—and business.



# PHOTOGRAPHS

## TELL THE *TRUTH*

# We Advertised Our Dealers Instead of Our Product

After Discovering That It Had Too Many Inefficient Dealers This Ice Cream Company Organized a Voluntary Chain

By Theodore W. Braun

Executive Vice-President, California Consumers Company and Subsidiaries

WE wanted to find out how the ice cream division of our business could increase its sales in this territory. In spite of the fact that we were selling a larger and larger number of dealers each year, our total sales for the entire territory did not show a corresponding increase. As a matter of fact, our established dealers were losing business almost as fast as new dealers were being taken on. Our advertised brand of ice cream, Globe, was being advertised extensively to the consumer and sold energetically to the dealer, and had been for a number of years. As have other manufacturers' brands in this locality.

We undertook our investigation with four ideas in mind, namely, to find out (1) whether the condition referred to was general among all manufacturers of ice cream in our territory; (2) why dealers individually were not able to increase their ice cream sales; (3) what the consumer thought about brand advertising and about the dealer; and (4) by what means we could get our dealers to sell more Globe ice cream to the consumer.

The first thing we did was to find out who the consumers of ice cream were in this community, where they bought it, why they bought it, when, how and what kind they bought. We selected three leading groups, housewives,

high school students and office workers.

We interviewed 1,749 housewives located in every section of this community; 1,276 high school students in all sections; and 350 office workers in downtown and suburban office buildings. We talked

with these people in their homes, in school and at their places of business.

One of the things we wanted to know was if consumers had any knowledge of brands, advertised or unadvertised. We did not ask them what brands they knew, because almost everybody can recall a name seen in some kind of advertisement. We wanted to know what brands they purchased by brand name. In order to get an unprejudiced opinion on this, we followed the question of "Where do

you purchase your ice cream?" with "What brand does that store carry?" Eighty per cent did not know.

Incidentally, we wanted to know how much competition we might have to expect from home-made ice cream. So we asked 1,454 housewives whether they ever made ice cream at home. Seventy-six per cent said never and 24 per cent said occasionally.

We carried this investigation still further. We went so far as to ask consumers a list of questions regarding the particular brands of ice cream they purchased,

**SUCCESS** in advertising a brand name rests primarily upon a standardized dependability of quality in the product. To what extent, when a dealer is involved in distribution, must this standardized quality be accompanied by a standardized service on the part of the retailer? Can there not often be a waste when advertising funds are spent to create consumer acceptance for a brand name if the quality of service rendered by the dealer is not acceptable to the consumer?

These were the questions which this company wanted answered. How the answers were obtained and what the company did with them are explained in this article.



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208 EAST 45th ST.  
NEW YORK 17, N.Y.

Postal Telegraph

Standard Time and Date Station

NAS9 45 BLUE RICHMOND VIR 1141A NOV 25 1929-

FREDERICK NELSON PHILLIPS INC

226 EAST 45 ST NEW YORK NY-

IF WE SEND YOU A PIECE OF COPY TONIGHT TO BE SET IN FOUR  
INCHES WIDE BY ELEVEN AND A QUARTER INCHES DEPTH ENGRAVERS PROOF  
OF SAME TO BE SENT BACK TO US BY SUNDAY NOON COULD YOU ASSURE  
DELIVERY PLEASE ANSWER IMMEDIATELY-

THE RALPH L. DOMBROWER CO

1236P

**RALPH L.  
DOMBROWER  
ADVERTISING**

Richmond, Virginia,  
December 2, 1929.

Frederick Nelson Phillips, Inc.,  
226 East 45th Street,  
New York, N. Y.

Gentlemen,-

You have certainly "proved it with proofs!"  
The hurry job we shot to you for execution  
came back to us yesterday just as you promised, and it  
was exactly what we asked for and what we wanted.

There are so many brickbats flung toward  
typographers these days by prime doones of the advertising  
world, we are sending you this bouquet for a dead wall  
done.

Thanks many times.

Sincerely,  
*Ralph L. Dombrower*  
THE RALPH L. DOMBROWER COMPANY.

RLD/A

# TYPOGRAPHERS

## WHO PROVE IT WITH PROOFS

to standardized service and quality more than to better location of store, good merchandising and bigger buying power, which last point was not so much of a factor at the fountain as in the rest of the store. Our research among consumers proved that whereas sanitary conditions, service and quality of food offered by the chains is better on the whole than what is offered by the average independent, the chain fountain is not nearly up to the standard that the consumer would like. True, chain fountains, as a rule, are better than independents', and for that reason they secure better patronage; but they are not perfect, and right there is where the enterprising independent dealer has his chance.

When we presented our "Green Lantern Fountain" plan to our dealers, we made an illustration which I am going to repeat here, because other manufacturers may find it useful in urging upon their retailers the necessity for an improved quality of service to customers.

The reason for the success of nationally advertised goods, such as tooth paste, ginger ale, or any one of a hundred different items, is not entirely because of their good quality and advertising, for there may be competing items of better quality that do not sell so well. One reason for their success is the fact that the quality is standardized. We are in an age of remarkable development in every field. The consumer's purchases have grown more complicated as the number of different items which he uses has increased. The consumer is no longer able to be informed, or to examine the quality of each item which he buys. He must purchase the majority of his needs on a basis of faith in the name of the manufacturer, because he is sure that every package of a particular product will be almost exactly like the last package. In addition, because of the automobile, people now travel far more extensively than ever before. Their purchases are no longer confined to one or two stores in their neighborhood. Before the advent

of standardized trade-marked goods, the consumer was never sure of the merchandise that he would get in a strange store. We have seen that the bulk of ice cream consumption is at the fountain, and you will find that soda fountains are still unfortunately forty years behind the times. The kind of soda, malted milk, or sundae served at one store will vary tremendously from the kind secured at another store two blocks down the street.

One of the reasons for increased chain-store sales is that regardless of whether or not the fountain merchandise in the chain is as good as it ought to be, the consumer does know that he will secure in one chain unit approximately the same kind of malted milk, soda, lunch, or what not, that he secured in another unit yesterday or a week ago.

As the result of our investigation we found out that the principal reason for the falling off of ice cream sales in our territory was because there were too many inefficient dealers. We decided, therefore, to create a new dealer organization for ourselves, selecting the better located and more efficient stores, to offer these dealers a franchise in the form of a voluntary chain, to give them a 50 per cent interest in the chain, and to create a management committee of twelve dealers which would take upon itself the responsibility of maintaining a certain high standard of service among established stores and appointing new stores.

We selected 300 independent drug stores as the nucleus of our voluntary chain and proposed the name "Green Lantern Fountains."

We created an advertising campaign which was written 100 per cent from the standpoint of the dealer and which did not feature the California Consumers Company in any way. It aimed at four objectives as follows:

1. To acquaint the public thoroughly with the Green Lantern Fountain chain and establish it as an entity in the public mind.

2. To increase total sales of fountain operators and dealers in the chain, both on ice cream and



**The Second Half of  
the 1929-30 Series  
of Inquirer**

**FOOD LECTURES AND  
DEMONSTRATIONS**

Conducted Every Wednesday by

**Mrs. Anna B. Scott**

Nationally Known Food Economist

**Is Now In Full Swing**

**T**HIS Fall and Winter series of weekly Food Lectures and Demonstrations is now in its third year. Hundreds of women crowd The Inquirer's spacious auditorium each week. Ask for complete details and how this work can be used to further the sales of YOUR product in Philadelphia. Just address the office nearest yours.

**The Philadelphia Inquirer**

Pennsylvania's Greatest Newspaper

*Branch Offices*

<b>NEW YORK</b>	<b>DETROIT</b>	<b>CHICAGO</b>
9 East 40th Street 408 Fine Arts Bldg. 360 N. Michigan Ave.		
<b>SAN FRANCISCO</b>	<b>LOS ANGELES</b>	<b>PORTLAND</b>
564 Market St.	438 E. Spring St.	418 Morrison St.
<b>SEATTLE, 603 Stewart St.</b>		



WATCH THE  
INCREASE OF  
ADVERTISING  
IN THE TOWER  
MAGAZINES

The HOME  
The NEW MOVIE  
The Illustrated DETECTIVE  
The Illustrated LOVE

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Fitz

BEFORE THE  
SECOND ISSUE  
APPEARED . . .  
93 NATIONAL  
ADVERTISERS  
HAD RECOGNIZED  
THIS NEW MARKET

THEIR space orders are on our books, with schedules through 1930 . . . and if we were to print the list of important products represented, you would get at once the significance of this early response.

The Tower market is a market reached now for the first time, through an altogether new method of distribution in Woolworth stores everywhere. Reached, too, at low cost and without waste.

Our circulation guarantee is now 1,250,000. There are many extraordinary facts about Tower Magazines interesting to advertisers, which we shall be glad to furnish upon request.

## TOWER MAGAZINES

INCORPORATED

WOOLWORTH BUILDING

NEW YORK CITY

Telephone—New York  
Fitzroy 9483-4

Telephone—Chicago  
Randolph 7017

# "1929" Greatest Year in Peoria Journal-Transcript History!

## FIRST



**in Total, Local, National and Classified lineage in Peoria . . . a tribute to the pulling power of The Peoria Journal-Transcript from Peoria advertisers.**

### INCLUDE

**. . . this prosperous Corn Belt Market in your 1930 plans. And if you want high sales record at a low selling cost use The Peoria Journal-Transcript. Hundreds of advertisers find it adequate to sell this market!**

**935,810**

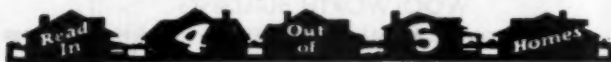
lines lead over  
2nd Peoria news-  
paper in 1929!  
(Dellinger Bros.  
Audit)

## THE PEORIA JOURNAL-TRANSCRIPT

Chas. H. Eddy Co.  
Nat'l. Representatives

Peoria, Ill.

Chicago  
New York Boston



all other products served at the fountain.

3. To identify each individual store as a member of the chain.

4. To acquaint the families in each district with the locations of their closest Green Lantern Fountains.

We then laid out an advertising campaign which consisted of the following features:

Spectacular publicity at the opening of the Green Lantern Fountains through a teaser campaign on poster-boards and in the newspapers. Teaser displays for store windows and fountain mirrors. After the formal opening of the stores, which was accomplished with a button-pushing ceremony, the regular campaign began, comprising large space in newspapers, outdoor display, street car cards, window displays, store and counter signs and displays. One very important feature of the campaign was a metal outdoor sign representing an attractive-looking green lantern.

Another important feature of our plan was the establishment of an experimental kitchen in which the food dishes served at all Green Lantern Fountains were worked out and the details of preparing food and serving it to customers were developed. Besides this model kitchen, we established an employment agency and training school for fountain attendants. In connection with the training school we now have an extension course in fountain service, covering such subjects as cooking, buying, service and simple accounting. Every store is supplied with a standardized form of menu, four pages, attractively designed with a picture of the Green Lantern on the front cover. "The Story of the Green Lantern" appears on the outside back cover.

The cost of the advertising campaign is borne co-operatively by the and the dealer members of the chain. During the eight months in which the plan has been in operation, dealers have increased their ice cream sales from 7 per cent to 300 per cent—a grand average of 34 per cent for the whole group.

## P. T. Cherington Heads Market Research Council

Paul T. Cherington, of the J. Walter Thompson Company, Inc., has been elected president of the Market Research Council, New York. A. M. Crossley, of Crossley, Inc., has been made secretary-treasurer. Other members of the executive committee elected are L. D. H. Weld, of The H. K. McCann Company, J. W. Hayes, of the Crowell Publishing Company, and W. A. Berridge, of the Metropolitan Life Insurance Company.

## International Shoe Reports Gain

The International Shoe Company, St. Louis, for the fiscal year, 1929, reports net sales of \$132,110,129, a gain of \$9,415,597 over the year before. Net earnings, after taxes, were \$17,031,434, an increase of \$1,269,658 over the previous year. The company also reported a greater gain in shipments than in any other previous year.

## A. R. Erskine Heads Pierce-Arrow Motor

A. R. Erskine, president of The Studebaker Corporation of America, South Bend, Ind., has been elected president of the Pierce-Arrow Motor Car Company, Buffalo, N. Y. He succeeds M. E. Forbes, recently resigned. Walter P. Cooke, of Buffalo, has been elected a director to succeed Mr. Forbes.

## Appointed by Central Manufacturing District Bank

James L. Dilley has been appointed advertising manager of the Central Manufacturing District Bank of Chicago. He formerly was a branch manager of the Fletcher Savings and Trust Company, of Indiana, and was associate editor of *The Bankers Monthly*.

## Caldwell-Baker Agency Elects R. A. Calkins

Richard A. Calkins has been made vice-president in charge of sales of The Caldwell-Baker Company, Indianapolis advertising agency. Howard C. Caldwell is president of the company. Other officers are Ellis J. Baker, treasurer, and Earl F. Beam, secretary.

## Death of M. L. Redfield

Manly L. Redfield, vice-president, sales manager and a member of the board of directors of the Goss Printing Press Company, Chicago, died at that city recently. Sixty-seven years old at the time of his death, he had been with the Goss company for twenty-one years.

# Advertising Needs More Professionalism

By John F. Arndt

President, John Falkner Arndt & Company (Advertising Agency)

**I** DON'T think that advertising can be too professional, too businesslike.\*

Some of the advertising of today is too much along aesthetic lines. It looks as if a number of temperamental, so-styled artists both in art and copy, illustrate and write according to their perverted aestheticism and then try to tell business men that it is good, modern, the thing to do.

If every copy writer knew intimately the market surveys, sales, distribution plans and financing necessary to modern business it would bring them down out of the clouds.

Then again there is the advertising man who considers each client a case or an interesting experiment. If the operation fails and the patient dies, it's just too bad. Aloofness from concrete items such as loss or profit means but little to him.

Advertising cannot be too perfect but it can be too machine-like. Advertising goes to people who live, eat, sleep, have wants, are happy and sad—not to machines. I think one of the finest examples of advertising is that prepared by N. W. Ayer & Son for the Ford Motor Company. (You notice I mention the agency. Too often the manufacturer gets all the credit, the agency is considered but a unit of production.) This advertising is real. The man who writes that copy must have a wife and youngsters, a dog, a battered old felt hat, a home of his own. He must shovel snow and stoke the furnace once in a while. It's human, living, close to you and me. The illustrations are excellent. They have warmth and feeling, they picture real living people, doing things that you and I do. You

don't really read the copy and see the illustrations—you feel them.

But behind the scenes there are probably blue pencils, revised layouts, corrected typography, revision upon revision. But here's where real professionalism comes in—the reader would never guess it—it's spontaneous to him.

Advertising needs professionalism, more and more of it, with the amateurs both in advertising men and manufacturers who think they know advertising, left out. If I tried to tell my doctor how to perform an obstetrical case the way some manufacturers tell their advertising agencies how to prepare advertising, there would be very little hope for the mother's recovery.

Such professionalism as Dr. Starch is applying to advertising is of incalculable benefit. To translate the intangible to the tangible is the greatest task man can tackle. And advertising stands uppermost in this field. It never will be absolutely calculated by a slide rule any more than love, hate, joy, fear and all the other emotions of man can be definitely measured, packaged and sold. But it can be guided and tempered just as mass psychology guides an orator or great leader. You never can accurately foretell results, but you can approximate them in the same manner as life insurance tables.

Give us more professionalism in advertising by all means, but build it upon knowledge of things and people, not upon nebulous ramblings of long-haired aesthetics.

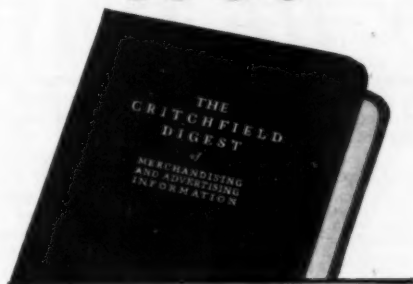
## Joins Fokker Aircraft Corporation

John McHugh Stuart has joined the Fokker Aircraft Corporation as publicity director. Mr. Stuart, who has been connected with the management of Roosevelt Field, Long Island, N. Y., will have his headquarters at New York.

\*This article is in reply to a group of three articles in the December 19, 1929, issue of *PRINTERS' INK*, entitled "Has Advertising Become Too Professional?"

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*The New*  
**CRITCHFIELD DIGEST**  
*for*  
**1930**



**THE POPULAR REFERENCE BOOK  
ON MERCHANDISING AND ADVERTISING**

Today there is more than ever need for accurate, up-to-date and quickly available information on the market situation. The need for this little book increases as the need for that knowledge grows with the times.

Here is authentic, up-to-the-hour data on markets; location of every town in the U. S. and Canada; statistics on population, motor registration, industries, banks, etc.; information on publications, their size, screen, rates and dates; on the national income; location of airports, laws of copyright, etc.

The Critchfield Digest has grown from a small media guide in 1911 to be the vest-pocket companion of hundreds of the country's leading executives. As business speeds up, they find it more than ever vital to have such data in ONE book, for instant reference, up-to-date and with the accuracy born of long experience in compiling such a work.

All these demands are answered by The Digest. It is flexibly bound; gold stamped and edged. Send \$2.00 now or order on approval with privilege of return.

**CRITCHFIELD & COMPANY**  
Chicago New York Philadelphia Minneapolis  
Los Angeles Oakland Portland Seattle

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# Showing the Retailer How to Inventory Himself

Self Analysis More Important Than Mere Counting of Stock, Says This Manufacturer

**T**HE Premier Warm Air Heater Company, of Dowagiac, Mich., is one of that growing number of manufacturing organizations which believes that a retailer's inventory is not complete unless it includes a careful appraisal of himself.

In urging its dealers to make a real and truthful inventory at the beginning of 1930 (every manufacturer could gain some worthwhile dividends for himself by making similar representations) the company asks them to fill out a form containing these questions:

My name  
What is my natural trading territory?

Who are my competitors in this territory? Note: Don't overlook the mail-order house and the chain store, for they are competitors.)

How many furnaces did each sell in my territory?

Did I get my share of business?

How can I increase my business?

How many features on my furnace did I use in my sales talk? (List them.)

How many features are there to talk about? (List them.)

How did my competitors' advertising compare with mine in quality and quantity?

Is my leading competitor a better business man than I?

If so, in what respect?

What will I do about it?

Is my leading competitor a better salesman than I?

If so, what will I do about it?

Has he a better product to sell?

Am I handling too many different lines of furnaces?

Could I make more money by buying fittings and spending the time saved in selling instead of trying to be my own manufacturer?

How many forms of co-operation has my manufacturer to offer me? (Check the ones you have used during the past year.)

What percentage of my total furnace business did I do in January

..... February ..... March .....

April ..... May ..... June .....

July ..... August ..... September .....

..... October ..... November .....

December .....

What quota shall I set for 1930?

Am I going to do my bit to make business better in 1930? How?

Signed.....

"We do not in any way presume

to depreciate the custom of taking a stock inventory," E. C. Taylor, the Premier sales manager, tells PRINTERS' INK. "This should be thorough and truthful, and we consistently urge our customers to be conservative in their valuations—in other words, to know precisely where they stand in a financial way and, at any rate, not try to fool themselves. An accurate inventory is valuable, as we all know, for credit purposes. It answers questions which the banker and the credit manager want to know about. If it is complete, the manufacturer can study it and get from it any number of good suggestions which he can pass along to the customer—suggestions such as the proper balancing of the stock, turnover and the disposal of leftovers.

"The personal inventory, though, is something the dealer should be induced to make for his own information. When he makes it he is, in a way, entering the merchandising confessional, with the difference that he makes the confession to himself and need not pass it along to others unless he feels he needs advice. In the latter case, the manufacturer will, of course, be only too glad to give it to him.

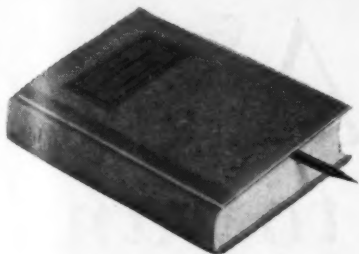
"The big thing is to get the retailer to tell himself the exact truth about himself and his business—to have him write a searching report to himself and sign it just as if he were going to send it to his bank or to the people from whom he buys his merchandise."

Mr. Taylor's form of searching questions is a good one. By the way, he applies it to his own business, in addition to recommending it to others.

Appoints Arthur Towell, Inc.

Chamberlain Laboratories, Des Moines, Iowa, manufacturers of Chamberlain's lotion, have appointed Arthur Towell, Inc., Madison, Wis., advertising agency, to direct their advertising account.





"—it would be hard to suggest a question relating to advertising of which it does not take notice."

—New York Times

# THE LAW ON ADVERTISING

By CLOWRY CHAPMAN

of the New York Bar; Author of "Trade-Marks," etc.

**THIS** book explains clearly, simply, and authoritatively, all the points at law which advertising and sales executives are called on to face. It will be invaluable in helping them avoid costly law suits, and protect their own rights fully.

Rights and duties of advertisers and publishers in inserting advertisements, avoidance of libel and slander, protecting of trade marks, are but a few of the topics covered. Methods of meeting unfair competition, controlling resale prices, using trade marks to promote good will, etc.—are explained as they have arisen in connection with specific cases.

*Earnest Elmo Calkins* says, "The value to the advertising man of such a work is obvious." *Artemus Ward* says, "Any man who reads it carefully should go out more strongly fortified to close a contract, discuss a plan, advise a client, or protect his own interests." For **FREE** examination, use the coupon today.

**495 Pages**

**Price \$7.50**

**A working aid for:**

*Advertisers* in avoiding law suits; in using the law to help solve their merchandising problems.

*Advertising agencies* in buying and using space; in preparing legally sound advertising copy.

*Publishers* in avoiding libel and slander suits; in discovering their obligations to advertisers.

**Seven divisions**

*under which nearly fifty chapters are listed:*

Plans and Copy in the Making; Media; Merchandising—Distribution—Marketing—Correspondence—Contracts—Sales and Shipments—Goodwill

## FREE EXAMINATION COUPON

PI-1

**HARPER & BROTHERS,**  
49 E. 33rd St., New York

Please send me a copy of *The Law on Advertising*, \$7.50.

☐ I will remit \$7.50 in 10 days or return the book.

☐ Check is enclosed.

☐ Send C.O.D.

Name .....

Address .....

Business Connection.....

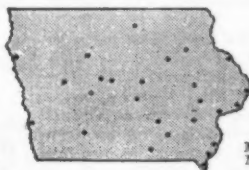
(Please fill in)

# A good place to land in 1930.....

**P**LAN to make a sales landing in Iowa in 1930. True, 1929 will be a hard year to beat, but Iowa really enters 1930 with a promise of even greater prosperity—offers even greater possibilities for well-directed, properly supported sales effort.

That Iowans had money and spent it during 1929 is substantiated by the fact that Iowans bought far more automobiles, more cigarettes, more gasoline and more radios than in any previous year. State and sectional fair attendances, always regarded as accurate barometers of the state's prosperity, all set new record-breaking marks; building gained 25 per cent and bank deposits grew consistently, reaching \$822,000,000 by the end of the year.

While others were buying steel engravings called "stocks," Iowans were busy turning the state's natural re-



Ames .....Tribune  
Boone .....News-Republican  
Burlington .....Gazette  
Burlington .....Haw-Eye  
Carroll.....Daily Herald  
Cedar Rapids  
Gazette & Republican  
Centerville.Iowegian & Citizen  
Clinton .....Herald  
Council Bluffs.....Nonpareil  
Creston .....News-Advertiser  
Davenport.Democrat & Leader  
Davenport .....Times

Dubuque ...Telegraph-Herald  
and Times-Journal  
Fort Dodge  
Messenger & Chronicle  
Fort Madison.....Democrat  
Iowa City.....Press Citizen  
Keokuk.....Gate City  
Marshalltown  
Times-Republican

Mason City.....Globe-Gazette  
Muscatine  
Journal & News-Tribune  
Newton .....News  
Oelwein .....Daily Register  
Oskaloosa .....Herald  
Ottumwa .....Courier  
Perry .....Chief  
Sioux City.....Journal  
Sioux City.....Tribune  
Washington .....Journal  
Waterloo.....Daily Courier  
Waterloo .....Tribune

## IOWA DAILY PRESS



sources into material wealth, and when the stock market finally collapsed, it left Iowa's tremendous spending power practically untouched. The state had a nation-leading farm crop with an estimated value of \$742,000,000. The manufacturing output even overshadowed Iowa's agricultural efforts with a value of more than \$800,000,000.

The promptness with which the state outlined a \$36,500,000 public works program, in answer to President Hoover's plea for sustained business activity during the coming year, indicates Iowa's faith in 1930. This faith is further reflected in the plans of public utility companies to spend upwards of \$50,000,000 in Iowa during 1930, and in building projects already announced for the year, totaling \$14,250,000.

The new year finds Iowa pulsating with genuine prosperity. Iowa has wealth, plenty of it . . . not "dream" wealth resulting from an unreliable stock market, but material wealth produced by earnest, human efforts. But manufacturers, intent upon cashing in on Iowa's prosperity must remember that, from a sales standpoint, Iowa is not one market, but 27 distinct markets. Sales effort, to be successful, must be backed up with advertising in the daily newspapers at the twenty-seven strategic points in Iowa.

# ASSOCIATION

Office of the President  
Davenport, Iowa

## A Catechism for Salesmen

GRUEN WATCH MAKERS GUILD  
CINCINNATI, OHIO

Editor of PRINTERS' INK:

Fred Gruen would like to secure about forty copies of the article entitled "100 Checking Points for Salesmen" which appeared in PRINTERS' INK under the date of November 8, 1928. This article was written by M. L. Wilson of The Blackman Company. Can you suggest how these may be obtained quickly? Would you have the magazines on hand—or could the article be obtained in any other form?

S. HUBBELL,  
Secretary to Mr. Gruen.

**WE** still have available for distribution a limited number of reprints of the article "100 Checking Points for Salesmen."

This article has been widely reprinted in house magazines going to salesmen, in sales letters and in sales manuals. Although the article was published in PRINTERS' INK over a year ago, requests for copies are continually being received.—[Ed. PRINTERS' INK.]

## Appoint Alfred S. Hearn Agency

Wall Rope Works, Inc., New York, has appointed The Alfred S. Hearn Company, Inc., New York advertising agency, to direct an institutional advertising campaign in marine and oil publications. The Monarch Chemical Company of New York has also appointed the Alfred S. Hearn agency to direct an advertising campaign, using business papers.

## Morandi-Proctor Company Appoints P. R. Bishop

Paul R. Bishop, formerly assistant to the president of the American Stove Company, St. Louis, has been appointed general manager of sales and advertising of the Morandi-Proctor Company, Boston, manufacturer of equipment for preparing and serving food. He will also become vice-president of the company.

## International Products Appoints Wales Agency

The International Products Corporation, New York, has appointed the Wales Advertising Company, Inc., of that city, to direct its advertising account. The first International product to be advertised will be Torex, a concentrated beef bouillon. Magazines and newspapers will be used.

## Knit Goods Publishing Corporation Elects

Carl H. Eiser, advertising director of *The Underwear & Hosiery Review*, New York, has been elected a vice-president of the Knit Goods Publishing Corporation, publisher of that journal. Bertram Lebhar, editor-in-chief of *The Underwear & Hosiery Review* and of *Knitted Outerwear Age*, has been elected vice-president of the Knit Goods Publishing Corporation and vice-president of Sweater News, Inc., a subsidiary of the Knit Goods company. Eugene C. Webb, advertising director of *Knitted Outerwear Age*, has also been elected a vice-president of Sweater News, Inc. John F. Stern continues as president of the Knit Goods Publishing Corporation and Godfrey M. Lebhar remains president of Sweater News, Inc.

## Harvard Again Offers Summer Courses for Business Executives

The Harvard Graduate School of Business Administration will hold a special session for business executives during the month of July, this year, similar to the sessions which it has held for the last two years. The length of the session this year will be one month instead of six weeks as previously. The following subjects will be offered: Finance, interpretation of financial statements, manufacturing policies, public utility management, retail distribution, sales management and railway transportation.

## Houdaille-Hershey Buys Schwitzer Cummins Company

The Houdaille-Hershey Corporation has purchased a substantial interest in the Schwitzer Cummins Company, Indianapolis, manufacturer of motor cooling fans, water pumps, oil pumps, superchargers and other automobile products. The newly acquired organization will take over the plant vacated by the Oakes Products Corporation, a subsidiary of the Houdaille-Hershey company, which will be moved to North Chicago.

## "Outlook" Appoints Rodman Gilder

Rodman Gilder has been appointed to the board of editors of the *Outlook*, New York, and has been elected a director of the Outlook Company. He will also serve as treasurer. Mr. Gilder was formerly treasurer of the Century Company and has been business manager and, for the last five years, editor of the *Credit Monthly*.

## California Papers Appoint M. C. Mogensen

The Vallejo, Calif., *Times-Herald* and *Chronicle*, have appointed M. C. Mogensen & Company, publishers' representative, as their national advertising representative.

# No Prohibitive Tariff Restrictions In SOUTH AFRICA



The Town Hall at Durban in the Natal Province is situated in the heart of this busy seaport town facing well laid out gardens.

## The Argus Group Blankets South Africa

All classes of South Africans are reached through the Argus Group. These publications circulate into the joining districts as well as the cities. Every type has its Argus paper—whether it be local, national or professional. Each link in the Argus Chain is an important publication and each publication an important sales link. Included are such outstanding media as the JOHANNESBURG STAR, the CAPE ARGUS, NATAL ADVERTISER, BULAWAYO CHRONICLE, RHODESIA HERALD, FARMER'S WEEKLY, and many others. Investigate!

## The Market is wide open

For almost every type of American merchandise . . . from machinery and automobiles to food and toilet articles and dress goods . . . there is a proven and expanding market in South Africa. This rapidly growing market is without excessive tariff restrictions of any kind. Sell your product to South Africa and increase your 1930 export sales.

Argus South African Newspapers, Ltd., has established an office in New York to afford friendly and intelligent counsel to the American Advertising Agent and his client.

**ARGUS SOUTH AFRICAN NEWSPAPERS, Ltd.**

*American Office*

**S. S. KOPPE & COMPANY, Inc.**

*International Publishers' Representatives*

**Times Bldg.**

**Bryant 6900**

**New York**

---

# New England

## Produced 64.4% of the Increased Total 1929 Crop Values

The government report of \$84,700,000 increased crop values in United States for 1929 is impressive in itself.

***But, do you also know that New England farmers alone produced nearly two-thirds of this total increase, (\$54,537,000, to be exact) or 64.4%?***

And the above increase does not include dairy, poultry or livestock, all important money-making crops in New England, and which produced especially good returns this past season.

Where now are the skeptics and scoffers who have been proclaiming "no agriculture in New England?"

These official government records show a stabilized and profitable New England agriculture, diversified, reasonably contented, supplying nearby markets at good prices.

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To those advertisers and agencies who may have thought of New England only in terms of mills, vacation-land, factories and fisheries, we commend this overwhelming proof of a prosperous farm market—compact and responsive.

Make sure—now—that your 1930 plans include adequate space in New England's own time-tested and accepted farm paper.

## New England Homestead

For 75 years New England farmers have looked to the HOMESTEAD as their leader, friend, adviser on farm and personal problems. Their confidence in the HOMESTEAD is unequalled by any farm paper in any section; 77.44% renewal subscriptions. Natural and unforced methods; no contests, premiums, clubbing offers or subscription "deals"; 83% R. F. D.'s and in P. O.'s under 2,500.

### 100,000 Weekly

*NEW ENGLAND HOMESTEAD is more than a periodical—It's a Service—an Institution.*



**SPRINGFIELD, MASS.**

**WARREN A. PRIEST, Advertising Manager**

**NEW YORK**  
155 E. 42nd St.  
E. R. Williams

**CHICAGO**  
123 W. Madison St.  
J. C. Billingslee

**MINNEAPOLIS**  
Palace Building  
R. R. Ring

**SAN FRANCISCO**  
611 So. Coronado St.  
Lloyd B. Chappell

# What a Sales Research Department Does

An Analysis of the Activities of Lehn & Fink's Sales Research Department

By Stanley I. Clark

Director of Sales Research, Lehn & Fink, Inc.

IN this age of keen competition, changing conditions, increasing advertising appropriations and high-pressure merchandising, we must know more than total costs, total sales and profit. We must be able to recognize and control the factors which produce these results.

A few years ago, I was called upon to analyze the sales of a clothing manufacturer whose products were sold through over 500 outlets located in forty-six States.

It looked like national distribution and the manufacturer seemed warranted in insisting upon an advertising campaign in national magazines. But in view of the fact that his products were sold through

chandise, accounted for 60 per cent of his total volume; his franchised dealers (Group B), representing only 4 per cent of the total number of stores selling his merchandise, accounted for 25 per cent of his total volume; the dealers at large (Group C), 90 per cent of all outlets, sold only 15 per cent of his volume.

Since the stores comprising Groups A and B were located in cities of over 100,000 population, over 90 per cent of his sales were in the large cities of the country. Consequently, the bulk of his sales were accounted for by New York, Pennsylvania, Illinois, Massachusetts and one or two other of the larger States. In some States, the sales amounted to less than \$200 a year.

So, instead of his distribution being national, it was local. Hence, his plan of advertising had to be completely altered.

The solution to this problem was found in an analysis of sales. While it was very simple, it illustrates what can be done with relatively little work or information.

What made the case referred to above so simple was the small number of customers and the fact that the ultimate point of consumption was known in every case. But when the distribution is national, when it is through various types of wholesale as well as retail

**THE sales research department is a rather new development. It is a development, however, which appears likely to spread rapidly for the simple reason that it is directly tied up with the growing tendency to eliminate haphazard guesswork from distribution.**

**Probably the first question that comes up when a manufacturer decides a sales research department is a matter that ought to receive attention is: What are the proper activities of such a department? This article provides a clear and concise answer to that question by giving a detailed explanation of the activities of Lehn & Fink's sales research department.**

- (A) His own chain of stores.
- (B) Franchised dealers handling his line exclusively.
- (C) Dealers at large handling competing lines as well.

an analysis of his sales seemed advisable. For this purpose he supplied the following information:

- 1—A complete list of his customers.
- 2—The city and State in each case.
- 3—Sales for two succeeding twelve month periods.
- 4—The classification of each customer—A, B, or C.

Although the analysis was a very simple affair, it showed that his chain of stores (Group A), representing only 6 per cent of the total number of stores selling his mer-



# ANNOUNCING

## STILL ANOTHER INCREASE IN CIRCULATION AND RATES

**T**HE average guaranteed net paid circulation of The Parents' Magazine for the year 1931 will be 150,000. The new page rate will be increased to \$800 on all orders for insertion during this period. Other rates in proportion.

Since September 1929 when our guarantee of 100,000 went into effect, two new rates have been announced. The growth of the past four months can be taken as a reliable gauge of what The Parents' Magazine will offer advertisers in the future.

Rate card No. 9 will be sent upon request.

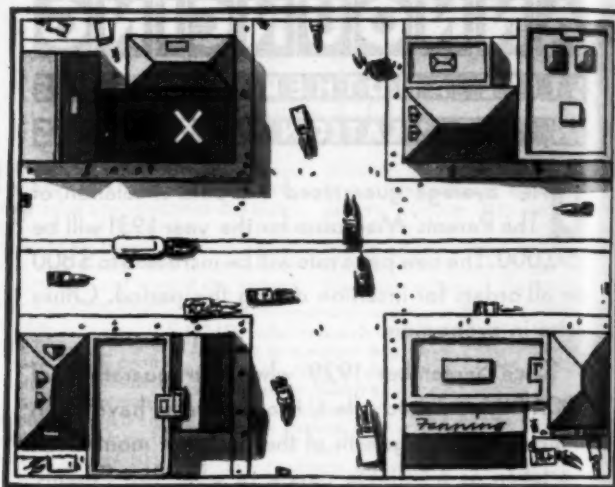
The new circulation has the same high Buying Expectancy which has always characterized the readers of The Parents' Magazine.

IT IS READ AND WILL CONTINUE  
TO BE READ ONLY BY THE PAR-  
ENTS OF GROWING CHILDREN

*The* **PARENTS'**  
MAGAZINE  
Formerly called CHILDREN, The Parents' Magazine

EARLE R. MACAUSLAND, Advertising Director  
255 Fourth Avenue  
New York

## 1888—X MARKS THE CHAIN



THE chain store was an almost negligible merchandising factor in 1888, the year PRINTERS' INK was founded. The Great Atlantic & Pacific Tea Company was only twenty-nine years old and the first Woolworth store had been opened only nine years before.

Comparatively early in its history, however, PRINTERS' INK sensed the presence of a force in retailing which presented tremendous possibilities. Articles dealing with chains increased in frequency and in 1914 two members of the PRINTERS' INK staff made a thorough investigation of chains and their significance to the manufacturer and his advertising agent. That investigation stands as a landmark not only in the history of PRINTERS' INK but also in the science of merchandising. At the time it was made there were 800 A. & P. stores and 775 Woolworth stores.

That the findings of this investigation and its predictions have proved absolutely sound in the light of what has happened since 1914 is evidence of the thoroughness and wisdom which lie behind PRINTERS' INK articles. The investigation is only one example of the enterprise which has characterized the PRINTERS' INK editorial policy, based then, as now and always, on the three-fold necessity of recording the news of important marketing developments, interpreting their importance and predicting their future course.

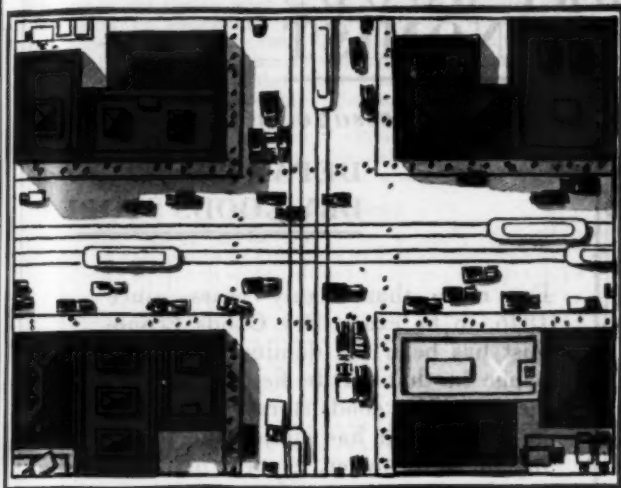
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## 1930—X MARKS THE INDEPENDENT



IN 1930 we find that the chain has extended its influence into almost every field of merchandising. Today there are about 15,000 A. & P. stores and 1,900 Woolworth stores while other chains, almost unheard of a few years ago, number their stores by the hundreds and thousands.

Few manufacturers can formulate sales and advertising policies without considering the chains. There is a relentless battle between the chains and the independents and the latter, in an effort of self-preservation, have formed the independent alliance, in effect the chain of independent stores. The jobber, realizing his prosperity is inextricably bound up with the prosperity of the independent, has revolutionized his policies. Legislatures pass measures to curb chain growth and chains join co-operatively to educate consumers.

Today, as never before, the manufacturer and his agent must decide on a clean-cut policy in their relations with chains and independents. By keeping in touch with the latest developments in chain merchandising, by interpreting these developments and by pointing out definite trends the PRINTERS' INK PUBLICATIONS are taking an increasingly vital part in helping manufacturers and their agents formulate their marketing decisions in the light of the chain-independent fight.

# DRY GOODS ECONOMIST

*If Your Message is Directed to*

**DEPARTMENT and  
DRY GOODS STORES**

For more than eighty years—since 1846, to be exact, Dry Goods Economist has been the dominant business paper in that fertile field of department and dry goods stores. Editorially its preachment has guided the thinking of store owner, general manager, merchandise manager, buyer, advertising manager, display manager, controller, personnel director, sales person—in fact, of every important person in the store who influences either the store's buying or the selling.

Multiply that individual coverage of more than 9,000 stores in more than 3,000 cities and towns and you will have an appreciation of the Economist's value to all those having a merchandise message directed to the department and dry goods stores of the country.

## DRY GOODS ECONOMIST



*A Unit of the United Business Publishers, Inc.*

**239 W. 39th Street, New York City**

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to a large extent, the uncertainty of jobber distribution.

For the purpose of tracing the results of localized sales and advertising effort, most major areas are subdivided into from three to seventeen local areas, with the result that the fifty majors are divided into 250 local areas. The number of subdivisions depends not only upon the importance and location of the large distributing cities in the area but also upon the location of the important jobbers.

At the end of each quarter year, total sales are tabulated by major areas. Sales for each major are further analyzed by local areas and by type of outlet. But except in certain territories where more detailed information is desired, local sales are not broken down by type of outlet.

The sales for each of the foregoing subdivisions are entered on territorial record sheets which show the sales for the same quarter of the two preceding years, as well as the year to date for the comparable periods.

Although the subject of the outlet analysis has been touched upon, a more detailed explanation is necessary.

The merchandise that the consumer purchases in a chain drug store is, in most cases, purchased by that chain direct from the manufacturer. But in the case of the independents, the merchandise may reach the drug stores through several channels—direct from the manufacturer, through a buying association, through a mutual jobber or through a service wholesaler.

With the constant growth of the drug chains, it is desirable to know how sales to a group of independently owned drug stores compare with the sales to the same stores after their acquisition by a chain. An increase of say 40 per cent through chain drug stores may look fine, yet upon investigation it may be found that for the period studied the chain has increased the number of its outlets by 30 per cent.

There is still another angle to be considered. When a chain is formed or expanded, the well lo-

cated and established independent stores are usually taken over—new locations are relatively few. As independents, these druggists may have purchased either direct or through a local association or through a jobber. Now assuming that these stores sell the same quantity of merchandise as chain stores that they did as independents, there will be changes in the classification of the manufacturer's sales. Jobber, association and direct sales will show a decrease, while chain sales will increase.

Since the important thing to determine is the net result of these changes, an analysis of sales by type of outlet is necessary. But what is even more important is the determination of the net result of these changes, i. e.: total sales through all outlets, wholesale and retail in the drug field.

The same procedure is followed in analyzing sales through dry goods outlets, which include dry goods jobbers, resident buyers, department stores and dry goods stores, and chain variety stores.

All other outlets are thrown into a third group, although sales to the various types are separated. In this group the most important are the 5-cent and 10-cent chains.

The salaries and traveling expenses of the salesmen are allocated by territories—that is a simple matter. But the allocation of the advertising is more complicated.

Campaigns in newspapers, posters, painted signs, car cards and the like are charged to the local areas in which the advertising appears. But advertising in national magazines, trade papers, etc., must be distributed on a circulation basis. The percentage of each important magazine's circulation in each major territory is now a matter of record, upon which basis the cost of advertising in each publication is distributed by territories. The sum of these expenditures represents the amount of advertising effort in the territory. These calculations are made quarterly and cumulated for the year to date. They indicate with a fair degree of accuracy the ratio between advertising costs and sales. Obviously,



## The center of the empire state!

Syracuse is the focal point of twenty-odd counties of Central and Northern New York for train, bus, trolley and plane.

A large part of the business done by Syracuse jobbers and retailers comes from the area adjacent to Syracuse.

Out of 41 towns in which the three Syracuse newspapers have their greatest distribution THE POST-STANDARD leads in 31. This is in addition to the desirable home coverage of the city of Syracuse by its only morning newspaper with the least possible waste distribution!

*The Post-Standard carries your message to this rich double market!*



## THE POST-STANDARD

Syracuse, N. Y.

PAUL BLOCK, INC.  
Representatives

New York  
Detroit  
Chicago

Philadelphia  
Boston  
San Francisco

DAILY 61,222 NET PAID

SUNDAY 69,879 NET PAID

*Central New York's Oldest Newspaper*



*The purpose of Market Research is to define the objectives of your advertising and selling in definite terms of what needs to be done.*

If you get the right kind of facts, and enough of them, to determine what needs to be done, there remains only a choice of methods—but this *alone* is enough to demand all the genius, ability and experience of the management.

**R. O. EASTMAN**  
**Incorporated**

113 West 42nd Street - - New York

***Tell Them!***  
**50,000**  
**SUBSCRIBERS**

***Style Sources***  
***Women's Wear Daily***

**150,000**  
**READERS**  
***Sell Them!***

New York  
38 East 13th Street.

the ratio is arithmetically correct; the questionable factor is how closely the sales to an area represent consumption. In the determination of this factor, the outlet analysis for the territory is of great value.

In the case of local campaigns, the figures are far more indicative. The advertising expense is known and the sales figures cover a more restrictive area. Here, again, it is often necessary to look into the sales by outlets because, for example, a rapidly growing chain or a fast dying wholesaler can materially distort the picture.

Although the bookkeeping department has a record of the purchases of each customer and although copies of all invoices can be found in the files, the former source does not record purchases by products and the latter source does not give consolidated information.

In any business, in any State, or in any city, you will find that the larger customers, relatively few in number, account for a disproportionately large part of the sales. For this reason, it is often desirable to know what the important dealers in each locality are doing. Except for interstate chains like Liggett and Walgreen, this is not so necessary for retail as for wholesale outlets. In an area in which say ten jobbers operate, the three largest may do 60 per cent of the total jobbing business. Therefore, a record of these important accounts often will help the sales manager greatly.

In addition to determining the sales progress of each product by territories and by type of outlet, these statistics are used in establishing quotas. Regardless of what indices are used in estimating the volume of business that should come from a given territory, the past sales performance is necessary. When the distribution is through a number of different trade channels, wholesale and retail, it is necessary to have detailed figures. Hence, the statistics described in the preceding part of this article are of incalculable value.

A recent investigation by the



**THE LARGEST GAIN  
IN NATIONAL LINAGE  
OF ALL  
PATERSON, N. J., PAPERS  
DURING 1929  
WAS MADE BY**

**The Paterson Press-Guardian**

NATIONAL REPRESENTATIVES:  
SMALL, SPENCER & LEVINGS, New York, Chicago, Boston

moved to 18 E. 48  
telephone wick. 8371-2



**AND ASSOCIATES INC.**

a well balanced group  
of creative visualizers  
supported by a number  
of free-lance  
artists

# FUTURA BLACK

## a new and distinctive display letter

**Printers, Typographers and Advertising Managers who appreciate modern art will acclaim it. The artistic merit evinced by Futura Black can be employed to advantage, either by itself, or in combination with other Futura faces. Futura Black is cast in sizes from 24 to 84 point on the American point system. Specimens sent on request**

# BAUER

## TYPE FOUNDRY·INC

**235-247 East 45th Street, New York**

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International Magazine Company points out that of the 25,000,000 families in the country, only 9,000,000 use a dentifrice. Furthermore, that the use of a dentifrice is far larger per 1,000 urban families than per 1,000 rural families. Here is another point upon which sales research can throw some light.

Some products show marked variation due to climatic or local conditions. The determination of what conditions affect sales as well as the extent of their influence is another function of sales research.

There is always a question of the relative value of advertising mediums. The sales research department records the sales in connection with each campaign, calculates the cost and determines the relative value of the various media used.

In the determination of what cities shall be used for intensive sales and advertising effort, the sales research department plays an important part. It has a record of past performances, an estimate of the possibilities, and therefore is in a better position than even the sales manager to determine where additional effort can be placed economically.

As I see sales research, it is the link between the sales and advertising departments. By checking the results attained by the former, against the effort expended by the latter, it enables each to operate more intelligently—hence, more economically and more harmoniously.

### Leonard Isear to Direct Wise Shoe Advertising

Leonard Isear, formerly with the Hearst organization and, more recently, space buyer and publicity director of The Lawrence Fertig Company, Inc., New York advertising agency, has been appointed advertising and sales promotion manager of Wise Shoes, Inc., New York. He will also direct the advertising of Golden Rule Shoes, Inc., a subsidiary of the Wise company.

### Appoints Burke, Kuipers, Mahoney & Payne

The Gallup, N. Mex., *Times* has appointed Burke, Kuipers, Mahoney & Payne, Inc., publishers' representative, as its Eastern advertising representative.

## From a "War Bride" to a National Product

in a few years by the use  
of Dealer Premiums

This result was accomplished with practically no other or supporting advertising.

We quote from an interview by a national trade publication with the General Sales Manager of the manufacturers:

### Called Expert Aid

"At this point the need of expert assistance began to be felt, for there were the problems of the selection of the best premiums, the sources of supply, price, stocking and shipping, the clerical force necessary to handle the department and the space that must be devoted to the work. It looked like a large undertaking, and the solution was found in an arrangement that has ever since continued whereby the entire premium department was placed in the hands of the Premium Service Company, of New York City, acting for and in our name."

The complete story, as told by the General Sales Manager above referred to, will be mailed to any representative concern upon request.

Among other nationally known companies who are served in this way by the Premium Service Company, some of them for more than 20 years, are:

Lever Brothers Co., The J. B. Williams Co., McCormick & Co., Union Supply Co. (U. S. Steel Corp.), International Magazine Co. (Hearst Publications), etc.

For copy of the War Bride story and other information address

### The Premium Service Company, Inc.

E. W. Porter, President

9 West 18th St., New York City

## The Atlanta Journal Atlanta, Ga.

Lines of Advertising  
(Media Records)

16,362,813 in '29

15,538,323 in '28

**824,490 Gain**

This is the high record for any year

*Advertising in The  
Journal Sells the Goods*

## RETOUCHING SPECIALISTS

BLACK  
AND  
WHITE

•  
COLOR

ADDA AND  
KUENSTLER  
STUDIOS

70 E. 45 - NEW YORK  
Murray Hill 9237

## Everything About the U. S.

**EVERYTHING** about the United States is not much of an exaggeration when one talks about the contents of "Statistical Abstract of the United States—1929," recently published by the Bureau of Foreign and Domestic Commerce, Department of Commerce. The current edition is the fifty-first annual issue of this tome and while it may sound facetious, it is nevertheless proper to say that it is bigger and better than ever.

The book is simply what its title says it is—a statistical abstract of this country. It contains figures on almost every activity in which this nation indulges—figures that have cost millions to compile. Here one will find population figures that will serve all sorts of purposes. Here, also, if such things interest one, is to be found a statistical report on the marital conditions of our population analyzed by sex, race, nativity and parentage.

Then there are statistics on the number of dwellings, persons engaged in gainful occupations, vital statistics, figures on immigration and emigration, all sorts of facts concerning educational institutions, the finances of the national Government including corporate and income tax figures, banking figures, prices, statistics about the postal service, public roads and motor vehicles, foreign commerce, more figures about farms and farming, and finally figures about manufactures.

Some 868 pages are bound between the two covers. The book is sold for \$1 and may be obtained from the Superintendent of Documents or from any of the branch offices of the Bureau of Foreign and Domestic Commerce.

Sayers Coe with Donahue &  
Mayers Agency

Sayers Coe, for the last five years an account executive with Doremus & Company, New York advertising agency, has been made a member of the firm of the M. J. Donahue & J. G. Mayer Advertising Agency, Inc., of that city.

# EVERY SUBSCRIPTION TO THE SCHOLASTIC IS PAID FOR BY A HIGH SCHOOL STUDENT

—and high school boys and girls are not only the buyers of tomorrow, they are the actual buyers of all kinds of merchandise today. Reach this group through the Scholastic—the only national magazine with 100% high school circulation.

*The*  
**SCHOLASTIC**

THE  
ONLY NATIONAL MAGAZINE  
WITH 100% HIGH SCHOOL  
CIRCULATION

55 W. 4th STREET, NEW YORK  
35 E. WACKER DRIVE, CHICAGO

## A History of AMERICAN MAGAZINES

1741-1850

by

**Frank Luther Mott**

"THIS important book fills a need which has long been felt. It is not merely those interested in literature and journalism and general culture who will turn to it. The students of political history will find it constantly useful; so will the students of regional history, of foreign ideas and influences, of manners and social changes, of the status of the women, of religion, and so on."—*Allan Nevins.*

*Illustrated; \$10.00*

**D. APPLETON AND COMPANY**  
35 West 32nd Street, New York

When business calls you to Syracuse, your headquarters will, of course, be Hotel Syracuse. You will enjoy the comforts and luxuries of this splendid hotel.



600 Outside  
Rooms, each  
with Bath  
and Servidor  
\$3.00 up.

**POWERS  
HOTEL**  
Rochester, N. Y.

under same  
management

**HOTEL  
SYRACUSE**  
SYRACUSE, N. Y.

## Plough's Beauty Creations Plans Larger Campaign

Plough, Inc., Memphis, manufacturer of Plough's Beauty Creations, has planned an advertising campaign for 1930 making use of 400 newspapers throughout the country as well as magazines and farm papers. The company's trade name, "Plough's Black and White Beauty Creations," has been changed and its products will hereafter be known as "Plough's Beauty Creations."

## F. A. Goddard Joins Bates Agency

Frederick A. Goddard, for the last three years an account executive with the General Outdoor Advertising Company, New York, and prior to that vice-president of the Sterling Tire Company, has joined Charles Austin Bates, Inc., New York advertising agency, as an account executive.

## Joins Dealer Advertising Corporation of America

Elmer J. Jantz, formerly with The Electrograph Company, Detroit, has joined the Dealer Advertising Corporation of America, Inc., Detroit, as assistant to the president, J. W. O'Meara, formerly sales manager of The Electrograph Company.

## Harry Bonath with Erwin, Wasey at Seattle

Harry Bonath, formerly art director of the Daken Advertising Agency, Inc., Seattle, has joined the office at that city of Erwin, Wasey & Company, advertising agency.

## C. J. Felten with Hamilton Press

Charles J. Felten, formerly with the Edgar C. Ruwe Company, Inc., New York, and the Cloister Printing Corporation, has joined The Hamilton Press, New York. He will be in charge of its newly established art and typographical layout service.

## New Account to Botsford- Constantine

Ryan and Mosher, Ltd., Los Angeles, recently appointed distributor of India Tires in Los Angeles and vicinity, has retained the Botsford-Constantine Company, of that city, to direct its advertising.

## J. S. Young with Sioux City "Tribune"

James S. Young, for the last fifteen years business manager of the Cedar Rapids, Iowa, *Gazette & Republican*, and, at one time, in the publishers' representative business at Chicago, has joined the Sioux City, Iowa, *Tribune* as business manager.

## THE ADVERTISERS' ENCYCLOPEDIA

**—ready data for the man who buys, writes or sells advertising service—**

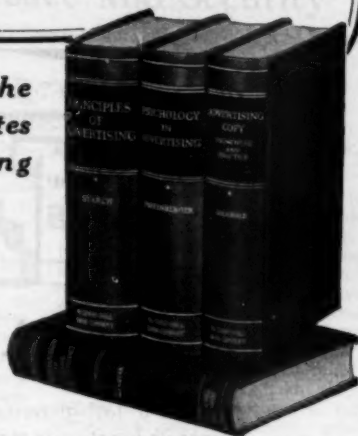
**N**O matter what your particular connection with advertising may be you will find this Library instantly helpful. It answers every possible situation that may arise—whether this be in the purchasing of display space, compilation of the annual advertising budget, copy writing, layout, securing the proper "appeal" for a specific product, or selling advertising service.

### Based on Experience and Research

The text matter in these books is the result of exhaustive research in every field, as well as long actual experience and close contact with practical methods. The advertising tactics outlined are those which have established their success for nationally known organizations.

### Authors of Wide Reputation

The four authors of these books are men of wide reputation. Each is a specialist in some particular field. Their knowledge is combined with teaching ability, which makes it possible to present these facts in the most logical and comprehensive manner. The books were written by Daniel Starch, Arthur J. Brewster, Albert T. Poffenberger and Lloyd D. Herrold.



**FOUR VOLUMES, 2,484 PAGES  
PROFUSELY ILLUSTRATED**

### Finger-Tip Information

In these books you will learn how to gauge the size and power of your market; sales appeals, layouts, type faces, the "salesology" of human nature, planning campaigns, writing copy for billboards, newspapers, magazines, etc.; advertising problems in department stores, chain stores, wholesale houses, manufacturing concerns, etc.

### See This Library FREE

Examine these books for 10 days without cost or obligation. Subject them to a thorough inspection before you decide to buy. Simply fill out, clip and mail the coupon below.

## FREE EXAMINATION COUPON

**McGraw-Hill Book Company, Inc., 370 Seventh Avenue, New York**  
Please send me the Advertisers' Encyclopedia, in 4 volumes, for ten days' free examination I agree to remit \$1.50 down and \$2 a month for eight months, \$17.50 in all, or to return the books within ten days after receipt.

Name.....  
Address.....  
City..... State.....  
Position.....  
Company..... P. L. 1-16-30



## THE COMPLETE JOB

Here is a fast-growing agency that thinks its function is more than building "consumer acceptance" through publication advertising . . . That gives heed to the other productive methods of reaching the consumer . . . and puts unusual emphasis on intensive cultivation of the all-important "dealer acceptance" as well . . . Without which the consumer is a costly bird to snare.      ★      ★

Affiliated with Dickie-Raymond, the largest direct mail house in the East, to render New England's most complete advertising service.

**The PORTER  
CORPORATION**  
88 PEARL STREET BOSTON

GENERAL ADVERTISING

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# Calls Concentrated Control a Menace to Peace and Security

Senate Hears That Packers Will Control Our Entire Food Supply Within a Few Years If the Consent Decree Is Nullified

By Hugo L. Black

United States Senator from Alabama

THE giant meat-packing industry of America has appeared in our Federal courts seeking action the natural tendency of which would be a further concentrated and monopolistic control of the food supply of the nation. They have asked the Attorney General of the United States to agree to an annulment of a consent decree which now stands as a barrier between the packers and such control. These packers cannot now open a general chain-grocery system, operate railroads and railroad terminals, nor operate newspapers in furtherance of their plan. If this decree is annulled, they will be at liberty to open chain stores of all kinds in every city, village and hamlet in America for the sale of everything eaten and everything used; to operate railroads, railroad terminals and newspapers. If this court decree should be canceled and set aside by governmental consent, a giant food trust would not only be permitted but encouraged to rear its stupendous and ominous form over North, South, East and West alike. Such governmental action will tacitly invite a monopoly of such size and power that with one stroke of a pen in some large financial center of the nation this trust could lift the price of bread and meat from Maine to California.

In the petition for annulment the packers predict that within a few years the entire food supply of the nation will be dominated by four or five great corporate chain-store systems.

Already—

The packers say—

Six companies have more than half the chain-grocery outlets. . . .

Portion of an address delivered on the floor of the Senate. Reprinted from the "Congressional Record."

Smaller chains are being absorbed by larger groups.

The packers ask legal sanction to enter into the present wild scramble for concentrated control of the nation's business, already menacing the peace, comfort and security of our people. The people must have food to live. Monopolistic control of this necessity of life must sooner or later bring hunger and despair, producing drastic action for relief.

This decree should stand. Monopoly should be discouraged, not encouraged and approved by governmental authorities. Chain groceries, chain dry-goods stores, chain drug stores, chain clothing stores, here today and merged tomorrow—grow in size and power. Railroad mergers, giant power monopolies, bank mergers, steel mergers, all kinds of mergers, concentrate more and more power and wealth in the hands of a few. In the name of efficiency, monopoly is the order of the day. The giant business enterprises spread over our nation, extend their tentacles into our schools, politics and business. We are rapidly becoming a nation of a few business masters and many clerks and servants. The local business man and merchant is passing, and his community loses his contribution to local affairs as an independent thinker and executive. A few of these useful citizens, thus supplanted, become clerks of the great chain machines, at inadequate salaries, while many enter the growing ranks of the unemployed. A wild craze for efficiency in production, sale and distribution has swept over the land, increasing the number of unemployed, building up a caste system, dangerous to any government.

If this packers' decree is modified, the Sherman anti-trust law is

## Advertising Opportunity

A nationally large food corporation, selling direct to grocery stores, not through jobbers, the leader in its particular field, spending more than \$2,000,000 annually for advertising, seeks a man to work with the officer in charge of the department. The man selected will be an experienced and seasoned advertising man who at some time in his business career has earned his living writing good copy. He will be experienced in buying newspaper, outdoor and magazine space. It will be to his advantage to have a newspaper reporting experience. He will be a man between thirty and forty, of good habits, sound judgment and whose record will stand the most searching scrutiny.

Address "X," Box 149  
Printers' Ink.

in reality dead. It will behoove the representatives of the people to find some other method of protecting the people from the rapacious greed of monopoly. If huge mergers and stupendous monopolies are to be granted the privilege of supplying the necessities of the people, it cannot but lead to an extended governmental supervision of business and general regulation and restriction of profits. Business profits must be controlled either by the method of enforcing competition or by strict governmental regulation of profits, which few desire. This would mean new bureaus, and would release swarms of Federal and State agents to hamper the ordinary processes of business. We are today at the crossroads, and the Attorney General's action may send us definitely along a path of competition or strict business regulation of profits.

Think of a picture like this. The packers come into the court and say, "We state that we are needed to compete with the chain stores." Why? They say, "In four or five years there will be less than five chain companies absolutely monopolizing the entire food supplies of the nation, and we are needed to compete with them." They then added, after that, the statement that the larger companies are absorbing the smaller companies. Taking their own logic, it necessarily follows that this packers' trust will soon absorb the four or five smaller companies, and the price of the bread that every man buys from Maine to California, from Canada to the Gulf, will be fixed by one packer's chain-store trust and monopoly.

It will be backed by its newspapers, circulating propaganda, which is one of the things they are prohibited from doing in this decree. Now they ask permission not only to get control of the food supply, to place themselves in position where they can fix the price of the steak the mechanic in Alabama buys, or the farmer in Wyoming buys, but to get control of the railroad terminals and the railroads which carry and transport

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# THE DENVER POST

## Breaks All Advertising Records in 1929

### LINES

**Total Local Display Advertising in 1929 . . . 9,425,052**

**GAIN Over 1928 . . . 1,009,260**

**Total National Display Advertising in 1929 . . . 3,965,080**

**GAIN Over 1928 . . . 563,108**

**Total Classified Advertising in 1929 . . . 3,119,900**

**GAIN Over 1928 . . . 480,396**

**Total Advertising 1929 . . . 16,510,032**  
(Not Including Legal Notices)

**Total Gains Over 1928 . . . 2,052,764**  
(Not Including Legal Notices)

**Total Advertising 1929 . . . 16,564,184**

(Including 54,152 Lines Legal Notices)

**There is not a line of Free, Complimentary or Exchange Advertising in The Denver Post**

## CIRCULATION

The Denver Post covers its territory with Denver as a center in a radius of five hundred miles in every direction practically to the exclusion of all other newspapers. The Denver Post Home Circulation is the Greatest Per Capita Coverage of Any Newspaper in America.

**Daily Average Paid Circulation for Dec., 1929 - 179,882**  
**Sunday Average Paid Circulation for Dec., 1929 - 286,307**

Publishers' Representatives

**LORENZEN & THOMPSON, INC.**

Chicago—808 Peoples Gas Bldg.  
122 South Michigan Blvd.  
New York—Berkeley Bldg.  
19 West 44th Street

Kansas City—306 Coca Cola Bldg.  
Atlanta—808-900 Walton Bldg.  
San Francisco—318 Kohl Bldg.  
Los Angeles—846 South Broadway

## WANTED

### Selling Organization Contacting Newspapers

We have completely worked out copyrighted promotional plan built around real estate projects, sold one newspaper each city. Splendid financial return. Write for details and appointment. References exchanged.

Address "T," Box 145  
Printers' Ink

Columbus 7262

## PHOTOGRAPHS

ANY SIZE  
ANY QUANTITY  
MOUNTED  
UNMOUNTED  
EASEL BACKED  
LINEN BACKED  
COLORED-SEPIA  
BLACK & WHITE

Portraits - Retouching

## Displays

OF EVERY  
DESCRIPTION

FLASHING SIGNS  
ANIMATED and HAND COLORED  
EXHIBITS  
CUT OUTS  
EXPOSITION BOOTHS  
DESIGNED AND EXECUTED

NATIONAL is serving the Nation's Advertisers

## NATIONAL STUDIOS INC

PHOTOGRAPHS DISPLAYS EXHIBITS  
226 WEST 56th ST. New York City

the food, and to control the newspapers which carry propaganda over this nation.

The packers ask for the right today to establish a chain-store system in every section of the United States, which they have the money and the power to do, not for the sale of meats alone, but for the sale of groceries of all kinds, for the sale of building material, for the sale of hardware, for the sale of practically everything in the world that can be bought or used. Then they ask to be relieved from this decree so they can operate a railroad, so they can operate terminals, so they can operate newspapers.

I agree that at first blush it might be a good argument to say that the chain-store systems are operating. But the chain-store systems are entering into every hamlet and town and village in the United States. They are destroying business initiative of the individuals who build up those communities. The banking system is attempting now to establish a huge chain that will control the credit of the nation from the great cities of the country. They want the remote control of credit. With the remote control of credit, the remote control of the prices of groceries, the remote control of the price of everything we buy and use, what will be the situation? The power companies have reared their stupendous trust until today it stands across the nation from one ocean to the other. Prices are fixed. Monopoly is here. The people pay the bill.

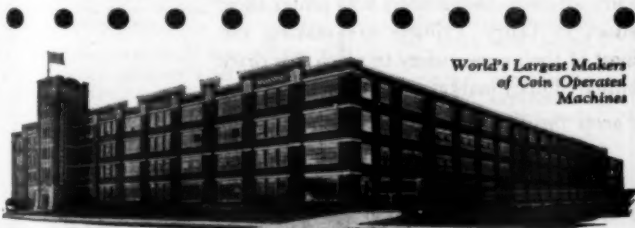
Now, we have the argument to consolidate all the railroads, all of it in the name of efficiency; and when we get the most efficient government the world has ever had we are going to have a government where practically all of the money and the power is in the hands of a very few men, and where the rest of the people who formerly operated retail grocery stores and stores of all kinds are the clerks and servants of the ruling class. I take the position that that is what is happening. The packers prove it in their petition. They admit that the time is only three or four years

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**Fred L. Mills**  
President  
**Mills**  
Novelty Co.

# Hard Ice to Crack!

Automatic merchandising is the next logical step in simplified distribution. Hence the emergency calls for the right machines. Scores of enthusiasts attempt to manufacture PRACTICAL coin operated devices and then soon throw up their hands with, "The ice is too hard to crack!" ¶ I would like readers of *Printers' Ink* to know that Mills cracked this ice over 41 years ago. And since then we have manufactured in our own plants over 600,000 practical automatic machines. ¶ Mills Novelty Company has no monopoly in this field other than our experience, our resources, and our comprehensive list of United States and foreign patents. ¶ We have on hand at the present time several unusual and exclusive automatic developments, as yet unapplied to any particular merchandising or distributing scheme. One or more of these developments can be put into use immediately for any interested national advertiser or agency of distribution. ¶ On invitation, we will work out a machine exactly suited to your ideas. If you are interested, *write us now*—without any obligation.



**MILLS NOVELTY COMPANY**

4100 Fullerton Avenue

CHICAGO, ILL.

...new!

## DAIRY TRIBUNE

*The National Farm Dairy Magazine*

...opportunity

Dairy Tribune opens the door of opportunity. Now the advertisers message may be placed within visual range of the nation's farm dairy readers who have both the desire and the income to buy. Let your medium be Dairy Tribune.

Dairying in the United States is a three billion dollar industry. Through a program of "More Feed from Fewer Acres—More Milk from Fewer Cows—More Money with Less Labor," Dairy Tribune will serve exclusively that part of the agricultural population to which this income accrues.

Poultry-Dairy Publishing Co., in making this announcement, is merely keeping step with the forward march of specialized dairy interest. Advertisers who center their effort in Dairy Tribune are making the most of their opportunity to reach this three billion dollar market.

*Forms for first issue close March 1, 1930*

### Poultry - Dairy Publishing Co.

*Mount Morris, Illinois*

*Dairy Tribune—Poultry Tribune—Hatchery Tribune*

off when all of the food supply of every man, woman and child in the nation will be furnished by less than five companies. They then admit not only that, but that the big ones are absorbing the little ones. We know the packers will have enough money behind them so they will be the big ones and it will be a very short time after the packers start into this movement until prices are fixed from their head offices for a dozen eggs in Laramie, Wyo., for a piece of steak in Birmingham, Ala., for power bought in Los Angeles, Calif., for the food that goes to supply the workmen in the city of New York. Everywhere the price will be fixed by the mere stroke of a pen in some central office.

There are one or two or three remedies that can be worked out. One is a remedy which I do not want to see applied. It is the fixing by the United States Government of a limitation on profits of the general business of the nation; but if this system of concentration of wealth and power continues, the concentration of the sale of food, of clothing, of everything we eat and use, of everything we drink and wear, just as certainly as we live the time is coming when the people will not stand for it and the Congress of the country will be compelled to limit profits in business. It will mean that millions of Government employees will be going around to hamper the legitimate exercise of business. We will have gotten away from competition.

President Roosevelt said:

Give us competition and we will control the price of food, of clothes, of everything else.

But today everybody says: "Give us efficiency, give us a lot of production, give us mass production, give us mass sale of groceries. Take the man who was formerly a little merchant in his town and a leader in the community and make him a clerk at \$100 or \$80 a month." If we take away his independence we make him a slave to the credit system of the country, a slave to the system of concentration of wealth and power that is going on.

This movement of the packers

## We Need District Managers

Ours is the largest landscape engineering organization in America. A few additional applicants will be considered to attend our free training course February 15th—March 1st. Men who have graduated from landscape architectural schools, or who have had exceptional selling experience with a discriminating clientele, are best fitted to sell our service.

Men of good character, not afraid of hard work, who have learned our standardized methods, are established in lucrative positions on a profit-sharing basis managing our Associate Companies in 15 cities east of Chicago. We will open 20 additional offices as fast as capable men are developed. Our business growth in sales: 1920 sales, \$200,000; 1929, \$3,000,000. Our success is largely due to liberal policy of compensating our associates and to giving full value to our clientele in expert design, superior quality of plant materials, and skilled workmanship. Address Box P.

**LEWIS AND VALENTINE CO.**

Service School

Ardmore, Pennsylvania

## COPY WANTED

A prominent medium-sized 4-A Agency is looking for an exceptional copywriter. One who combines an imaginative strain, original style and sound business sense. A genuine opportunity for an experienced writing man who feels "buried" in a larger agency. In applying state age, experience, salary requirements and enclose specimens if possible. Address "H," Box 297, P. I.



## CAN YOU USE THIS MAN ? *He Has Proved His Value to Us.*

He writes forceful, direct, down to earth copy. Makes layouts that arouse interest and carry conviction. He knows merchandise—ten years of merchandising experience.

Our clients like him—he gives them prompt, efficient service.

We like him even better. We want to keep him. But we are concentrating activities in our Western office and he can't leave the East.

He is thirty-three. Moderate salary requirements.

We owe him a good job. We know he can do a good job for you.

If you want a man whose work pays its own way, write "X," Box 291, Printers' Ink.

## Opportunity for a Live Printing Organization

A nationally known New York business service corporation, planning extensive advertising program of expansion, would like to hear from a printing organization prepared to invest \$15,000 to \$25,000.

The printing orders for 1930 will run \$100,000, and the investment in the stock of the company, based on present earnings, should return itself within two years.

Address "N," Box 188  
Printers' Ink

will aid in that concentration, which I oppose. Therefore, I say, do not allow the packers with their wealth and their power and their tremendous possibilities to get into this movement, because sooner or later they will be big enough to buy all the rest, and when they do the consumer will pay the bill.

### Made Vice-Presidents, Ramsay Organization

George A. McComas and Frank E. Chizzini, for the last several years with The Robert E. Ramsay Organization, New York, sales promotion counselor, have been made vice-presidents of that company. Before joining the Ramsay organization Mr. McComas was with James F. Newcomb & Company, Inc., New York, and Mr. Chizzini was with the Public Service Cup Company, also of that city.

### Barron G. Collier Appointments

Walter S. Newhouse, Jr., formerly assistant editor of "The Car Card," New York, has been made managing editor of the company publications department of Barron G. Collier, Inc., New York.

W. C. Wescott, Jr., formerly assistant city engineer of Atlantic City, N. J., and more recently with the *Times* at Paris, has joined the company publications staff.

### Join Nelson, Duncan & Harlow

Robert G. Inman, formerly with C. W. Jackson & Company, New York, and Wolcott & Holcomb, Inc., Boston advertising agency, has joined the staff of Nelson, Duncan & Harlow, advertising agency, also of Boston.

Victor Nelson, formerly with the Providence, R. I., *Journal*, has also joined the staff of the Nelson, Duncan & Harlow Agency.

### B. F. Cook with Frost, Landis & Kohn

B. Frank Cook has joined the Atlanta office of Frost, Landis & Kohn, publishers' representatives. For the last four years he has been with the Fort Lauderdale, Fla., *News*, in charge of national advertising and later as advertising manager.

### New Account to Kelly, Spline & Watkins

The Allied Drug & Chemical Corporation, New York, has appointed Kelly, Spline & Watkins, Inc., advertising agency of that city, to direct the advertising of its Velogen. Newspapers will be used.



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## Do You Think You Could Sell Advertising Space in Taxicabs in Your City?

If you are an experienced salesman of advertising space and want to go into business for yourself, or if you have a friend who knows something about the advertising business whom you would like to get started in a business for himself, write to me and I will bring to your attention an unusual proposition for advertisers and a money-maker for you—a complete device (patented), holding 20 advertisements, which need only be attached to the exhaust of a taxi or motor bus.

It would be necessary for anyone who entertains this proposition to have a certain amount of money, all depending upon the number of taxicabs or motor buses in the city in which they are interested.

When answering please give a resume of past experience, etc.

**JOHN H. LIVINGSTON, Jr.**

*Advertising Space in the Fifth Avenue Buses*

425 Fifth Avenue, New York, N. Y.

Telephone Cal. 0260

### Lewis and Magee, New Advertising Business

Wilbur Lewis and John Magee, Jr., have formed an advertising business at Springfield, Mass., under the name of Lewis and Magee. Both Mr. Lewis and Mr. Magee were formerly with Wm. B. Remington, Inc., advertising agency, also of Springfield.

### Banister Shoe Account to Boyle Agency

The James A. Banister Company, Newark, N. J., Banister men's shoes, has placed its advertising account with John D. Boyle, Inc., New York advertising agency. Magazines, business papers and direct mail are being used.

### Illmo Hatchery Account to Nelson Chesman

The Illmo Poultry Farms and Hatchery, East St. Louis, Ill., have appointed Nelson Chesman & Company, St. Louis advertising agency, to direct their advertising account.

### San Francisco "Examiner" Transfers J. R. Bullock

James R. Bullock, formerly representative of the San Francisco *Examiner* in the Los Angeles territory, has been transferred to the national department at San Francisco.

### Icyball Account to Marx- Flarsheim Agency

The Icyball Division of the Crosley Radio Corporation, Cincinnati, manufacturer of mechanical refrigerators, has appointed The Marx-Flarsheim Company, advertising agency of that city, to direct its advertising account. Magazines are being used.

### Appoints Beecher-Cale- Maxwell

The Edwin F. Guth Company, St. Louis, manufacturer of Guth Fan, Brascolite, Guth-lite and other lighting equipment, has placed its advertising account with Beecher-Cale-Maxwell, Inc., St. Louis advertising agency.

### Pennsylvania Outdoor Association to Meet

The thirty-sixth annual convention of the Outdoor Advertising Association of Pennsylvania will be held at the Fort Stanwix Hotel, Johnstown, January 20 and 21.

### Appoints Rosenberg Agency

The National Fisheries Company, Chicago, has appointed The Irwin L. Rosenberg Company, Inc., advertising agency of that city, to direct its advertising account.

# 12

years in the

TOILET GOODS FIELD ON SALES-  
ADVERTISING AND THE STYLING  
OF QUALITY MERCHANDISE

# 6

years in diversified

ADVERTISING AGENCY WORK

A seasoned executive, with  
an exceptional knowledge  
of packaging and distribution

AVAILABLE NOW

Address "B," Box 294, Printers' Ink



## 16 Years of Printers' Ink at▲▲ ALBERT FRANK & COMPANY

"Executives of our organization have subscribed to Printers' Ink Weekly since 1890.

"In 1914, it was decided to keep one complete set in bound volumes. We consider these volumes as important to us as a law library is to a law firm.

"Members of our staff are constantly using the file for reference purposes. A more complete encyclopedia on advertising and merchandising cannot be found."

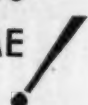
**ALBERT FRANK & COMPANY**

Frank J. Reynolds,  
*President.*

The Albert Frank organization subscribes for seventeen copies of Printers' Ink and eleven copies of Printers' Ink Monthly for current use and bound volumes for permanent reference files.

# A MARKET—

WITH A \$500,000,000  
SPENDABLE INCOME



**S**IXTY-NINE per cent of Nebraska's population is rural and consequently her chief interest and field of activity is agriculture. In 1929 the total value of livestock and crop production (including dairy products) reached the half billion dollar mark. Thus the farmers of the cornhusker state constitute a market with a spendable income of \$500,000,000.

**M**ANUFACTURERS of products intended for farm use can reach this great market through one medium—The Nebraska Farmer. Over 118,000 farm homes receive this publication each week. Over 100,000, or approximately four-fifths of the farm homes of Nebraska receive The Nebraska Farmer. Because it has the confidence of its thousands of readers, The Nebraska Farmer is READ and used as a buying guide to quality products. It will pay you to use this medium in Nebraska.

## THE NEBRASKA FARMER

*"Nebraska's Farm Paper"*

NEBRASKA MEMBER OF  
STANDARD FARM PAPERS

LINCOLN

NEBRASKA

Jan. 1

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## FARM PAPER SUMMARY FOR DECEMBER

### COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby  
chick and classified advertising)

#### MONTHLIES

	1928	1929
	Lines	Lines
Country Gentleman ....	49,622	47,057
Successful Farming ...	19,304	22,444
California Citrograph ..	13,951	19,713
Capper's Farmer .....	17,540	18,164
Farm Journal .....	12,055	15,619
New Breeder's Gazette..	15,533	15,261
The Florida Grower....	13,470	14,014
Farm and Fireside.....	12,210	12,953
Amer. Fruit Grower....	4,432	6,726
The Florida Farmer....	*9,929	5,663
American Farming ....	5,732	4,107
Better Fruit .....	6,074	3,962
The Bureau Farmer....	4,310	3,875
Farm Mechanics .....	4,211	3,825
Amer. Produce Grower..	3,126	3,248
Iowa Farmer & Corn		
Belt Farmer .....	*3,435	3,132
Pacific Homestead .....	2,512	1,788
Farmers' Home Journal	1,294	579
Total .....	198,740	202,130

\*Two Issues.

#### SEMI-MONTHLIES

	1928	1929
	Lines	Lines
Hoard's Dairyman ....	18,839	22,964
Dakota Farmer .....	22,915	21,719
Okla. Farmer-St'kman..	18,861	18,316
Missouri Ruralist .....	18,433	16,357
Southern Planter .....	12,560	13,706
Southern Agriculturist..	15,401	13,618
Montana Farmer .....	16,168	13,427
Southern Ruralist .....	14,386	13,238
The Arizona Producer..	8,736	12,919
The Illinois Farmer....	8,930	11,043
Missouri Farmer .....	7,237	10,628
Western Farm Life....	10,027	9,682
Utah Farmer .....	9,854	6,792
Farmer & Breeder.....	6,793	4,227
Arkansas Farmer .....	3,259	3,032
Southern Cultivator ...	3,542	1,622
Total .....	195,941	193,290

## A Standard Farm Paper \$93,000,000 GAIN IN 8 MONTHS



### Livestock Produced This Increase in Farm Wealth

The report of the Secretary of Agriculture to the President showed an increase of \$93,000,000 in returns for livestock producers for the first eight months of 1929. Livestock owners are the most prosperous group in Agriculture. Breeder's Gazette is the only national Livestock Publication reaching the leading breeders and feeders of America with a special monthly message. We offer today the largest circulation in our forty-nine years of service to this industry.

You start with the best prospect  
when you advertise in

### The New BREEDER'S GAZETTE

Purebred Record Building  
Union Stock Yards Chicago

Representatives:

STANDARD FARM PAPERS  
Chicago

WALLACE C. RICHARDSON  
250 Park Ave., New York City

## I SOLD OVER \$200,000

In 1929 myself while directing the activities of the Chicago sales force of a large New England manufacturer. And I have been building consistently toward that record for many seasons, experience-building years.

Through those years I have built an invaluable structure of acquaintanceship among chain drug and food buyers, department stores, jobbers, railroads and large manufacturers. That acquaintanceship is an asset any shrewd organization can appreciate—and a change of company policy leads me to offer it, plus my experience and proved ability—to some one seeking a competent Branch Manager or District Sales Manager in Chicago.

I have sold several specialties—enough to round out my experience and extend my contacts to a range of major fields that make them well worth while to some one among a great many manufacturers selling or wishing to sell in the Chicago territory.

Am American, 42, married.

Address "G," Box 295, Printers' Ink, 231 South La Salle St., Chicago, Ill.

## What About New Jersey?

Are you going to use the Hudson Tubes to get your share of business in New Jersey in 1930?

If you manufacture building or mechanical products for the building industry and desire high class representation in this potential market . . . commission basis. . .

Write for a copy of "WHAT ABOUT NEW JERSEY."

Suite One, Davega Bldg.  
Montclair, N. J.

### WEEKLIES (Four Issues)

	1928 Lines	1929 Lines
Wallaces' Farmer & Iowa Homestead . . . . .	26,565	37,124
The Farmer . . . . .	†35,363	35,172
Prairie Farmer . . . . .	†38,213	28,002
California Cultivator . . . . .	†28,676	27,911
Pacific Rural Press . . . . .	†33,541	26,797
Nebraska Farmer . . . . .	†32,612	26,508
Wisconsin Agriculturist & Farmer . . . . .	24,274	26,205
Michigan Farmer . . . . .	†28,807	23,641
Ohio Farmer . . . . .	†31,402	21,327
Pennsylvania Farmer . . . . .	†29,799	20,807
New Eng. Homestead . . . . .	†26,011	20,214
Kansas Farmer, Mail & Breeze . . . . .	†24,384	19,824
Progressive Farmer & Farm Woman . . . . .	†25,125	19,380
Farm & Ranch . . . . .	†25,481	18,781
Amer. Agriculturist . . . . .	†19,444	17,639
The Farmer's Guide . . . . .	†21,032	17,474
Washington Farmer . . . . .	18,550	13,190
Oregon Farmer . . . . .	17,242	11,850
Idaho Farmer . . . . .	14,802	9,992
Dairymen's League News . . . . .	6,351	6,920
Total . . . . .	507,674	428,758

†Five Issues.

### FARM NEWSPAPERS

(Four Issues)

	1928 Lines	1929 Lines
Kansas City Weekly Star . . . . .	20,633	14,933
Dallas Semi-Weekly Farm News . . . . .	9,266	5,980
Memphis Weekly Commercial Appeal . . . . .	7,818	*2,184
Atlanta Tri-Weekly Constitution . . . . .	4,253	*1,783
Atlanta Tri-Weekly Journal . . . . .	3,768	1,204
Total . . . . .	45,738	26,084
*Five Issues.		
Grand Totals . . . . .	948,093	850,262

(Figures compiled by Advertising Record Company)

### Joins Williams, Inc.

Sherburne C. Brown has joined the sales staff of Williams, Inc., Detroit, advertising illustrator.

## Every Member Is an Investor

**EVERY** active member of the Dairymen's League Co-operative Association, Inc., is an investor in the certificates of his Association. The average holding per member is about \$300.00.

Dairymen's League Certificates are prime collateral in the small-town banks of the "New York City Milk Shed." The high rating they enjoy reflects the confidence which bankers and business men now have in the co-operative marketing organization which serves these farmers.

The Dairymen's League, now in its thirteenth year, is the largest dairy farmers' co-operative organization in the United States. It is regarded as a model.

Association members naturally regard the Dairymen's League News as the authentic source of all news pertaining to their industry. In addition, more than 14,000 non-members voluntarily send us their subscriptions, without premiums or other special inducements. The entire circulation is concentrated in the compact district shown below.

The coverage of the Dairymen's League News in its field is unique. No other dairy paper even approaches its circulation in the New York City Milk Shed.

The line rate is so low—only 50¢ a line—that a place for this farmer-owned dairy paper can be found on the most modest schedule.

Ask for Rate Card and Sample Copy

THIS  
MAP  
SHOWS  
THE  
"NEW YORK  
CITY  
MILK SHED"

# DAIRYMEN'S *League* NEWS

11 West 42nd Street, New York.  
W.A. Schreyer, Bus. Mgr. Phone Pennsylvania 4760

10 S. La Salle Street, Chicago.  
John D. Ross, Phone State

3652

1929  
Lines

37,124  
35,173  
28,002  
27,911  
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1929  
Lines

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# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 183 MADISON AVENUE, NEW YORK  
CITY. TELEPHONE: ASHLAND 6500. President  
and Secretary, J. I. ROMER. Vice-President,  
R. W. LAWRENCE. Treasurer, DAVID MARCUS.  
Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street,  
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,  
GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,  
A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street,  
M. C. MOGENSEN, Manager.

Issued Thursdays: Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
postage, \$2.00 per year, Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50;  
quarter page, \$33.75; one-inch minimum, \$10.50;  
Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
ROBERT W. PALMER, Managing Editor  
ROY DICKINSON, Associate Editor  
BERNARD A. GRIMES, News Editor

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Thomas F. Walsh	Don Masson
H. W. Marks	Rextord Daniels

A. H. Deute, Special Contributor

Chicago: G. A. Nichols  
Frederic Read  
Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, JANUARY 16, 1930

## Winning the Battle for Honest Advertising

The announcement by the National Better Business Bureau that during 1929 periodical publishers rejected more than \$2,000,000 of fraudulent advertising is at once a gratifying indication of the sincere desire of publishers to protect their readers by publishing only ethical advertising and a sad commentary on the present state of business morality which makes possible such figures.

One fact, although it was mentioned, was not sufficiently emphasized in the bureau's report. This fact is that a number of leading publishers have for many years operated under a rigid group of standards. One publisher tells us that although he made no report to the bureau, he is certain that during 1929 he rejected at least \$500,000 of questionable advertising

in pursuance of a policy which his company has followed for a number of years. It is well to emphasize that part of this rejected advertising was quite within the law in the sense that it was not legally fraudulent but rather was questionable from the standpoint of good business ethics.

Too great credit cannot be given the publishers who have been fighting the unethical and fraudulent advertiser. Their efforts are finally bearing fruit and it is probable that plans which have already been drawn up and which will soon be made public will within the next few years have the effect of eliminating a great deal of the unethical and fraudulent advertising now being offered to publishers.

There remains the staggering fact that in the year 1929 it was necessary for forty-five publishers, a small number, to reject more than \$2,000,000 of deceptive advertising. Add to this figure the sums represented by the rejections of those publishers who did not report and the total is a truly discouraging figure. This is an indication of the size of the task still to be performed.

PRINTERS' INK believes that conditions today are much better than they were several years ago when we first pointed out the surprising growth of questionable advertising in an age of high-pressure selling. Most individuals engaged in advertising at that time had little idea of the extent of the evil and the gratifying response of publishers, advertising agents and manufacturers to the call to fight underhand advertising has shown that the majority of advertising men resent the efforts of unscrupulous business men to damage the credibility of an effective marketing method.

We believe that unscrupulous advertisers have their backs to the wall. They still control many million dollars' worth of advertising but they are finding it more difficult to get good advertising agency representation and to place their copy in reputable publications. There are still, however, advertising agencies that will handle the business and publishers who will publish it. The sooner they are

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which made to realize that there is a powerful force of opinion, backed by effective legal agencies, which will do all in its power to eliminate them from the field of reputable business, the sooner will advertising benefit by the strengthening of its credibility.

The fight is not won and cannot be won if action is allowed to lag. Now is the time for all friends of honest advertising to give added power to their efforts to eliminate the fraud and the shyster from the advertising scene.

### Management, Costs and Advertising

"Many mill managements do not know what it costs them to turn out their products," said L. W. Clark, general manager of six Carolina cotton and woolen mills, recently to a group of Southern business men. To this defect he attributed a number of evils, notably high labor turnover, poor salesmanship, and haphazard price-fixing.

There is scarcely any doubt that we are getting back to an era when management must bear more responsibility than it has for a number of years. Fundamental among the weaknesses to which management is prone, not only in the South, but in the North, East and West, is failure to attain precision in cost-finding, not only in production but in distribution.

That this weakness prevails widely we know to be a fact from the tendency to turn the pruning knife first on the advertising appropriation when a crisis develops.

Even in the times of severest disturbance, an adequate knowledge of costs would show that in certain industries the advertising appropriation ought to be the last thing to be monkeyed with.

It is not sufficient to know the costs merely of doing business; it is no less necessary to know the costs of *getting* business, and moreover, of *holding* business.

These three activities are so intimately related, and depend so much on one another, that it is a wise management which can determine where one leaves off and the other begins.

No management, however resolute, can be justified in beginning to slash, either at one end or the other, until it is sure where the severed threads lead back to. In its haste it may find that it has cut off a head merely to get rid of a bald spot.

There are businesses in which production suffers from purple swellings, while the sales and advertising departments are victims of anemia. Right and left slashing is usually due to an attack of nerves. But rarely is any situation as menacing as it first appears. It is up to management to know exactly what they cost even before attacking the weak or rotten spots.

### A Challenge to the Motor Trade

It would seem rash, indeed, to say that among the under-advertised industries is the business of making and selling automobiles. It would seem rash—but perhaps it isn't.

The industry agrees that one of its problems, perhaps its most serious problem, is the used car. To move the used car at even a gross profit—that is, at no profit at all—is an objective that few dealers attain.

The dealer argues: "How can I realize a net profit on a used car when the whole used-car business, thanks to the methods of my competitors, has descended to the level of horse-trading?"

The manufacturer says—privately: "Most automobile dealers are poor business men. They lack vision. Now, if I were a dealer, I'd do thus and so and so."

And the consumer reports: "When I walk into a new-car salesroom, I experience the reception of a returning Lindbergh. But when I venture into a used-car department, I'm made to feel subtly, like a cheap-skate."

Meanwhile, the process of marketing used cars seems to have taken on the appearance, not of a business or of an important department of a business, but of a bag of tricks.

Caught with surplus tonnage in his inventory, the dealer resorts to

stunts and to ballyhoo. In his desperation, he calls on the manufacturer for help; and the manufacturer responds with an isolated page in his national advertising campaign.

The business is jumpy, and more than a shade hysterical—as hysterical as a bargain sale in a department-store basement. And therein lies a fundamental weakness. The used car lacks respect. It lacks the respect of the very men who are trying to merchandise it. And so they treat it as if it were something to be sold in the alley, something to be entrusted to the mercies of the least competent salesmen, something to be abated as if it were a nuisance. And thus, in that frame of mind, do they advertise it.

### Don't Count Out the Package Yet

So accustomed have we become to thinking of this as the age of the package that it is not surprising that many advertisers have overlooked interesting developments in certain industries which, superficially, would seem to point to the decline of the importance of the package.

In the perfume industry, particularly outside of New York City, there has occurred a distinct trend toward consumer buying of perfume in bulk. Even in New York City where a year or so ago leading department stores frowned on bulk sales, it is possible to find toleration, if not an encouragement of bulk sales.

In the biscuit industry, for several years, manufacturers have been encouraging bulk sales, although at the same time they have been pushing packaged leaders. In the average grocery store today the racks of bulk biscuits are more noticeable than they were a few years ago.

Actually these two industries are not offering examples of a general trend away from the package and back to bulk. In the perfume industry the package was bound to suffer a loss of popularity due to the fact that in so many cases the container cost the manufacturer almost as much as, or even more

than the contents. In this field the package is still supreme in gift merchandise, but when women begin to buy for themselves they prefer the economies of purchasing in bulk, although in several instances the economies are fancied rather than real.

In the biscuit industry the leaders are still sold largely in packages. Certain types of biscuits, however, lend themselves to bulk sales and the manufacturers have been wise to encourage this type of merchandising.

In spite of what is happening in these two industries, and to a lesser extent in several others, the package is on the increase rather than the decline. In an article in the *Country Gentleman*, Samuel Crowther suggests the package as one necessity to a successful merchandising campaign for farm products. Other industries in which the package has occupied at best only a subordinate position are turning their attentions more closely to it as a marketing device.

So long as the American buyer insists on cleanliness and convenience the package will flourish. It will decline only when the law of economy becomes of greater weight than other considerations, and then only in fields where cleanliness and convenience are not at a premium, or where equal results can be obtained without the use of the modern package as it has been developed during the last decade.

### Death of Sir Lawrence Weaver

Sir Lawrence Weaver, director of the London Press Exchange, London, England, advertising agency, died on January 10, at that city. In addition to his connection with advertising, he had many other interests, being also an authority on architecture, a journalist and author.

Sir Lawrence was president of the Design and Industries Association, which has as its purpose the introduction of beauty into the things of every day life.

When the Associated Advertising Clubs of the World, now the Advertising Federation of America, held its convention in London in 1924, Sir Lawrence served as a member of the exhibit committee. In February, 1928, he paid a visit to America and spoke before the Advertising Club of New York. At the time of his death, Sir Lawrence was fifty-three years old.

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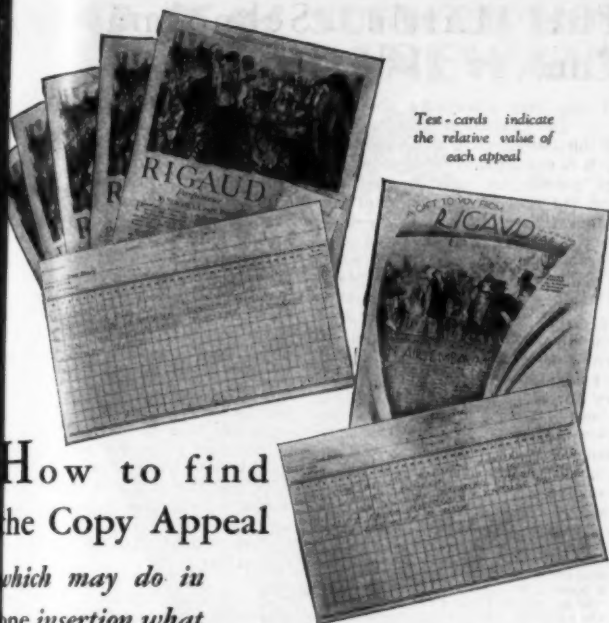
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Test-cards indicate the relative value of each appeal

## How to find the Copy Appeal

which may do in one insertion what another does in five . . . .

ONE salesman may call on a prospect five times before closing the sale. Another salesman, with a different presentation, may call once—and get the order.

Similarly, one advertising appeal may appear five times and yet produce no more business than a different copy appeal produces from one insertion!

How can an advertiser find the appeal that will make his appropriation do a bigger job in a shorter time?

No one can definitely tell you in the *beginning* except those who always determine in the *end*—the readers who pass judgment by either buying or not buying.

Through the *TESTED-COPY PLAN* your own prospects themselves select the most resultful appeal.

An agency handling for a period of years such accounts as those listed must produce results.

### Some of our CLIENTS

Book-of-the-Month Club, Inc.—Simon and Schuster—Thomas Nelson & Sons (New Century Library)—E. Fougere & Co. (Rigaud-Mary Garden Perfumes)—John C. Winston Co. (Dictionary)—Sherwin Cody School of English—American Business Builders, Inc.—Doubleday Doran & Co. (Star Dollar Library)—Annette Kellermann, Inc.—Carl Henry Cigara.—Prentice-Hall, Inc.—R. C. Schindler, Inc.

## SCHWAB and BEATTY, INC.

THE TESTED-COPY PLAN in Advertising

151 WEST 40TH STREET - NEW YORK CITY

MEMBER AAAA

# The Little Schoolmaster's Classroom

IT has been sometimes observed in the Classroom that a convincing and effective application for a job is not an easy thing to write, and should not only be worked over, but re-worked over. But the strangest part about it is the tendency of people, who have had considerable experience in advertising or selling, to forget all the principles they have learned, the moment they sit down to compose such a letter. They betray such an evident desire for the job that they forget entirely to "sell themselves."

Subjoined is a recent letter, received by the purchasing department of the Campbell Soup Co., as quoted in its organ, "The Optimist":

Dear Sirs:

Desiring the job of purchasing your factory supplies in general, I submit the following facts with hopes of close consideration.

Was born & reared with machinery of all kinds with father always doing the buying completely all Belting Oils, Pulleys, Shafting Parts New Machines Woodworking Boilers, Engines both Steam & Gas. Pipes and Fittings. Compound Boiler. steam traps & feed.

I am not Book read In this subject same being reared In me and my learning has cost Plenty of which I offer you for a reasonable salary.

This application has certain obvious defects, to choose a mild word, in phrasing, punctuation, and choice of words, but if these elements had only been as effective as the last paragraph, the gentleman would surely have got the job. The Class might well read this paragraph over again and see how cogently he summed up his qualifications. His only difficulty was that while he knew how to sell himself on paper, he was a poor copy writer.

\* \* \*

The Schoolmaster knows that many sales managers have compiled for their men lists of sales objections and how to answer them. The objections picked are usually those that crop up with the most regularity.

Would it not be equally interesting, if not equally important, to compile a list of the unusual objections and show how to get around them? Suppose, for example, that a typewriter salesman found himself up against the following objection:

A prominent advertising agency executive who occasionally contributes to the pages of this publication visited the head of the Classroom recently. The Schoolmaster, purely out of curiosity, asked him whether he typed his articles himself. He replied that he did not and when pressed for a reason, confessed that he did not think it looked just right for an executive to have a typewriter on or near his desk, and that it would appear even worse were he to be observed using one.

How would Mr. Salesman answer that?

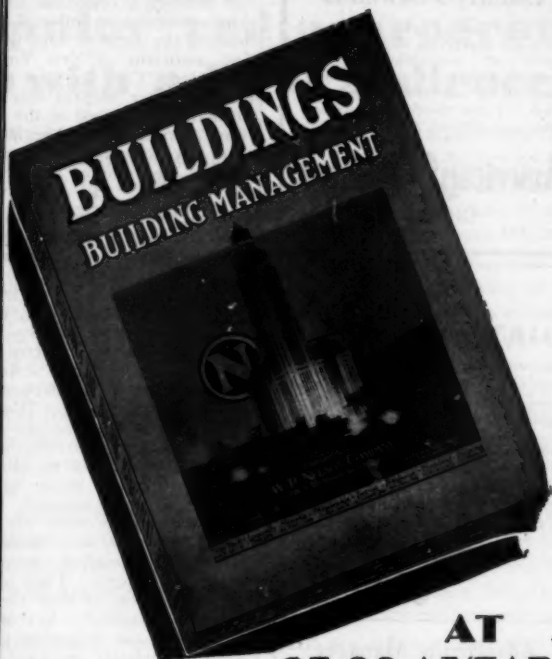
\* \* \*

A butcher shop in a New England city with about 200,000 population does a \$600,000 business. Its outstanding feature is its plan of offering ready-cut meat. These cuts are displayed in showcases and sold by ordinary clerks who are said to require only three days' training for the work. The relatively high-priced meat cutters—there are four of them—spend all their time cutting meat. The clerks spend all their time selling. The buyer sees what she is getting and does not have to wait. Everybody is happy, including the proprietor who does not seem to be worried over the fact that the A. & P. is installing meat departments or that the packers want to go into the chain-store field.

\* \* \*

The Schoolmaster has worn spectacles so long that he can scarcely remember the day when he has not viewed the world through glasses that have become progressively thicker. Nevertheless, in all these years he has never learned how to clean his glasses without so subjecting the frame to stress and strain as to make necessary peri-

# 83% SUBSCRIPTION RENEWALS



**AT .  
\$5.00 A YEAR**

**1929** was the seventh consecutive year in which **BUILDINGS AND BUILDING MANAGEMENT** maintained a renewal percentage of over 80%. This is conclusive proof of great reader interest. No man will continue paying \$5.00 a year for his business paper unless it is of real value to him. You can cash in on this reader interest by presenting your sales message to the subscribers of **BUILDINGS AND BUILDING MANAGEMENT**. These building owners and managers make the final selection of materials and equipment for constructing and maintaining office, apartment and other commercial buildings. Sell these men on the merits of your product thru—



**PORTER-LANGTRY CO., Publishers**

Member A.B.C. 129 NORTH CLARK ST., CHICAGO Member A.B.P.  
Eastern Office: 100 East 42nd St., New York City

## Cover the Country's Sawmills

fully by telling your story in this one paper that covers practically all worth-while lumber manufacturers in all producing sections at one advertising cost. Ask for our circular, "Sawmills that cut 90% of the lumber."

**American Lumberman**

Est. 1873

CHICAGO

A. B. C.

## WHAT HAVE YOU?

for an artist who has had a short but successful career as art-director, wherein he has become an experienced, capable producer—from visuals to finished work.

Although he has been accustomed to "shouldering the whole responsibility" in a small agency, he would be an asset to a larger organization where ability and conscientiousness are required.

"E," Box 296, Printers' Ink

## \* Advertising Manager Wishes to Join Agency

Young man with over ten years' experience as assistant editor and sales manager of a leading national publication wishes to join a sound, recognized agency. Could bring several accounts with him. Only a stock proposition or \$10,000 salary considered.

Address "M," Box 151  
Printers' Ink

## TYPE LAYOUT MAN

Experienced in typographic layout work. Seven years with printing establishments. Thorough knowledge of type faces and casting off copy. Ability to produce striking finished work as well as rough layouts. Desires connection with New York agency. Address "W," Box 148, Printers' Ink.

odic visits to the optician's to have them straightened.

It struck him, therefore, as an excellent idea when he found in his morning's collection of clever little things, a thumb-nail booklet bearing the name of Lind & Rosen, Inc., opticians of New York, and captioned: "Care for your glasses." Among other helpful bits of information contained in the booklet was an illustrated description of how to clean glasses so as to avoid getting them out of shape.

This reminds the Schoolmaster that one of the younger members of the Class came to him recently and complained that he was having the very deuce of a time trying to comprehend the mysteries of how properly to fire a furnace. "Why don't you have your coal dealer give you the printed instructions which most of them issue?" the Schoolmaster asked. "I've done that very thing," the student replied, "but the instructions don't answer one-fifth of my questions. And I think I know what the trouble is," he continued.

"Instruction booklets are almost always written by someone who knows the product inside out. That's all wrong. They ought to be written—or, at least the information compiled—by someone who starts out to gather the material completely ignorant of the product—just as ignorant for example, as I am about firing a furnace. By the time this investigator gets to know how properly to use the product, and jots down all the questions that occurred to him during the interim and their answers, he will have the very information an instruction manual ought to contain."

Not a bad idea, the Schoolmaster believes.

The large city bank, with a number of branches in various parts of a city, must depend for its branch business on the prosperity of the neighborhoods in which those branches are situated. There are various methods of helping neighborhood business but the Schoolmaster has sometimes wondered

# Who wants this popular radio program . . . with a loyal audience?

Probably you are familiar with a half-hour of radio music that revives the songs of twenty-five years ago and brings to the microphone the theatrical stars who first sang these songs when the century was young, since this program has been a Sunday evening feature now for more than two years.

The company which inaugurated this program in January, 1928, now finds it advisable, for logical reasons peculiar to its product, to discontinue the use of the radio as an advertising medium, and consequently, this program will be without a sponsor after the broadcast of Sunday, January 26th.

This program not only has created a valuable measure of good will for its present sponsor, but it also has aided materially in the distribution of a product whose market is automatically limited—hence the program has been a commercial success.

The artistic merit of the program is best evidenced by the audience it has won and held—a loyal following that looks forward to these half-hours of oldtime songs and takes the trouble to voice its appreciation, and gratitude, by telephone, telegraph and letter.

Inasmuch as I created this program, and have written, directed and announced it since its inception, I am loathe to see it pass into the limbo (it has been my pride and my thrill and my recreation for two years), and I have tangible reason to believe that the many thousands who have enjoyed these "musical memories" will share, in part, my regret.

More, I sincerely believe that this type of program, if offered under the auspices of another sponsor, would be quite as successful, since its merit has been tested, its faults eliminated, and its audience captured.

The idea has novelty, the basic structure is sound, the material and talent are available, and I am at your service.

## Jack Burton

P. O. Box 523

Scarsdale, N. Y.

P. S. Want a sample? Tune in at 6:30 p. m. (Eastern Standard time), Sunday, Columbia Chain.



## Versatile Artist

Needed by Growing Great Lakes Agency

Somewhere there is an experienced young artist—a visualizer with imagination, who can take a rough idea and convert it into a dynamic layout. He is an alert, ardent worker, a loyal collaborator, and a good producer of finished art in brush, pen or pencil. We need this man to head our art department. The connection will pay him a very satisfactory income to start, and offers an excellent opportunity for the future.

In writing, send samples of work. All inquiries strictly confidential. Address "C," Box 293, Printers' Ink.

## WANTED

Experienced man in Order and Plans Department of a AAAA Advertising Agency. State experiences in confidence.

Address "A," Box 292, Printers' Ink.

why banks do not make more use of advertising of a specific nature to bring about the desired results.

A recent activity of the Colonial Trust Company of Philadelphia offers an excellent example of one phase of what the Schoolmaster has in mind because it is an interesting adaptation of direct advertising to the purpose of building more neighborhood interest.

Shortly before Christmas every telephone subscriber in the territory served by the bank's Excelsior Branch received a copy of a booklet, "Shop Where You Live," which contained a complete list of business concerns in the Central North Philadelphia community, arranged for quick, convenient reference. As a note on the cover pointed out, nearly every product or service that the recipient might require is obtainable from some establishment in the community. Six thousand copies of the booklet were mailed.

According to an official of the company the directory had an excellent reception. Part of its success was probably due to the fact that the cover was made from a colorfully designed paper which was at once attractive and eye-compelling.

Of course, such a directory to be of service obviously could not con-



## ALL'S WELL

it certainly is, if you use the *Standard Advertising Register* — the **Red Book** — get this wonderful service!

The *Standard Advertising Register* is a thoroughly dependable *Service* giving you the essential details about *National Advertisers* and *Advertising Agencies*. Our large force is constantly busy with revisions. We aim to keep abreast of the current changes. There is no *Service* so thorough or complete. Write our nearest office.

**Quit Guessing - Get the Register ! !**

**National Register Publishing Company**

245 Fifth Ave., New York

7 Water St., Boston

Chamber of Commerce Bldg., Los Angeles

140 So. Dearborn St., Chicago

Russ Bldg., San Francisco



## HIGH CALIBER OPPORTUNITY FOR A SEASONED ADVERTISING SOLICITOR

Long established, progressive advertising firm controlling one of the outstanding mediums of the United States will consider applications from advertising salesmen of successful record.

The man we require is probably now well employed, but interested in a larger field of endeavor. He must have sufficient personality to gain entrée to important men and command and hold their attention. Wide acquaintance with advertising executives valuable; familiarity with outdoor advertising an asset but not an essential.

In writing give full details of experience, personal description and salary necessary to start. Photograph desirable. All replies treated in strictest confidence and returned if requested.

**Address "U," Box 146, Printers' Ink**

## A-1 SPACE SALESMAN wanted for NEW YORK & EASTERN TERRITORY

To exclusively represent established reference work published annually for building industry. Publication has powerful backing and offers remarkable opportunity for right man. Liberal commissions on renewals and new business from allotted territory. Technical education and knowledge of building practices helpful. State experience fully and give references first letter. All correspondence strictly confidential. Address "L," Box 150, Printers' Ink

## FOR SALE

3 Hooven Automatic Typewriters in good condition. Two pica and one elite type, Model X. Will sacrifice to close out department.

SEALRIGHT CO., Inc.  
Fulton, N. Y.

## AVAILABLE AT ONCE

Young attractive advertising woman of proven executive ability desires connection with large newspaper or successful woman's magazine. Highly educated and cultured. Has valuable contacts, an enviable reputation and record, selling space for leading metropolitan newspapers in New York City and Philadelphia. "R," Box 144, Printers' Ink.

## Wanted at once:—

Salesmen for painted highway bulletin boards. Some good territory still open. Exceptional opportunity with permanent monthly income.

Address "V," Box 147  
Printers' Ink

## PUBLISHER

Some publisher who has grown tired of advertising representation that merely lists his publication with many others, can secure first class representation in Chicago territory. We are a new company made up of seasoned solicitors and are going to hold our list down to a few publications so that each publication will receive full representation. Let us build your publication. Fair commission basis. Please write "D," Box 295, care Printers' Ink, 231 South LaSalle Street, Chicago, Ill.

fine its list to the bank's customers but had to list all the business establishments in the section. Therefore, the booklet had a double value. First, it put an advertisement of the bank into the hands of every telephone user in the community. Second, among those telephone users were the firms listed in the directory and the booklet could not help but build good-will not only among business houses already clients of the bank but also among those houses which are prospective clients.

Such a type of advertising is comparatively inexpensive and yet because of its direct nature is an excellent builder of good-will. For that reason the Schoolmaster commends the idea to other banks and establishments which are interested in fostering community business.

## Joins Addison Vars

Jack Knabb, formerly secretary of the Rochester Real Estate Board, and previous to that secretary of the Rochester Advertising Club, has joined the Rochester office of Addison Vars, Inc., advertising agency, as an account executive. He has also been with the advertising department of the Franklin Automobile Company and, at one time, was with H. C. Goodwin, Inc., Rochester advertising agency.

## Now with "The Western Farm Life"

J. F. Thomas, who for several years, was with the *Oklahoma Farmer-Stockman*, is now with the staff of *The Western Farm Life*, Denver, where he is connected with the advertising department.

## Leaves National Electrical Manufacturers' Association

Albert Pfa'tz has resigned from the National Electrical Manufacturers' Association, New York, where he was publicity manager.

## J.M.FIELD

WHO DESIGNS CREATIVE MAILING PIECES  
A COMPLETE 145 W. 45 ST. N.Y.  
ART SERVICE E BRYANT 9749

## "GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents  
Toronto Montreal Winnipeg Vancouver Hamilton London Eng.  
New York Office 2152 Grambar Bldg. Thomas L. Briggs, Manager for United States

## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost seventy-five cents a line for each insertion. No order accepted for less than three dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

### BUSINESS OPPORTUNITIES

**PRINTER** with small outfit wanted to take charge of composition and two power presses. All-year work. The Albertype Co., 250 Adams Street, near Main Post Office, Brooklyn.

I have live connections in all foreign countries for the sale of United States patent rights, establishing sales agencies or making sales studies. Location: New York. Box 395, Printers' Ink.

### MAGAZINE

now unprofitable will be taken over on percentage basis or other arrangement. Write fully and in confidence. Box 403, Printers' Ink.

**CHICAGO MAGAZINE REPRESENTATIVE**—now representing several A.B.C. publications can handle one additional magazine. Box 427, Printers' Ink, Chicago Office.

**WANTED—SPACE WITH MIDDLE-SIZED AGENCY IN EXCHANGE FOR WORK**, by artist specializing in modern design, layout and lettering. Write Box 434, Printers' Ink.

**NEW YORK REPRESENTATIVE**—A Progressive Trade Journal with outstanding record seeking good advertising man for Eastern representation. Write, giving full particulars first letter. Box 396, P. I.

**ADVERTISER**, now operating sizable agency, desires as partner representative, experienced, high-class advertising man. No investment required, although not objectionable. Splendid foundation on which to build large business. Address, in confidence, Box 429, Printers' Ink.

**For Sale**—One each: 6, 8, 10, 12 point Style E Composition Mold (Monotype); good condition. One 14, 18, 20 point, Style Y, Display Mold; AI condition. One 24, 30, 36 point, Style Z, Display Mold; AI condition. One 18 point FD Mold, short or multigraph type (Monotype). Harris Letter Service, Charleston, West Virginia.

## JUST THE TERRITORY YOU WANT MAY BE OPEN

on a nationally-known line of food products that offers a real opportunity to the right man or distributing organization. Give full particulars and financial responsibility in first letter. Address Room 2301, 230 No. Michigan Ave., Chicago, Ill.

**SALESMEN** with active letter shop clientele. Unusual opportunity with ultimate possibilities of becoming part of official family with fast growing young organization. Box 433, Printers' Ink.

**PUBLISHER'S REPRESENTATIVES** having experience and successful record in trade journal field may secure representation on commission basis of two established and vigorous business papers. Write, giving information as to territory covered to Box 404, Printers' Ink.

**SALESMEN**—Advertising or printing with high class following to contract with their accounts for their multigraphing, mimeographing, addressing and mailing requirements for an established N. Y. mailing house. Will not interfere with present connections. Exceptional opportunity to make money. Box 432, P. I.

### HELP WANTED

**SALESMAN THAT CAN SELL** export advertising to American manufacturers. Exceptional opportunity to right man. State whether salary or commission. Box 436, Printers' Ink.

**Foreign Advertising Agency** wants an account executive with experience. In replying give full information as to your previous connections. Correspondence confidential. Box 435, Printers' Ink.

### ACCOUNT EXECUTIVE

A live Chicago agency offers an unusual opportunity to an executive with ability to secure business. Box 401, Printers' Ink, Chicago Office.

**Advertising Agency**, fully departmentalized, offers attractive arrangement to experienced advertising man who can secure accounts. Chance to virtually engage in own business without making investment and have earnings cashed as you go. Write, in complete confidence, Box 430, P. I.

**WANTED: SALESMAN**—Experienced in sales of dealer helps and with ideas we can develop into window and counter displays and dealer helps for national advertisers in New York district. We serve some of the largest. Men in our employ are earning large commissions. Box 416, Printers' Ink.

### PRINTER—LAYOUT MAN

Above the average on Agency Ads and Direct-by-Mail; quick on layout and type suggestions. Growing house, 90 miles from New York. Tell us your age, salary and any other information about yourself; any past executive experience would help your future. Box 391, P. I.

**SALESMAN** preferably with advertising experience to share positively new business, promising opportunity for small investment. No competition. Fred Albert, 307 Fifth Avenue, New York City.

**PRINTING SALESMAN—AGENCY** Getting new business at start not so essential as good knowledge of Agency Layouts, type, etc., and personality for contact with customers. Must be alert and active; opportunity for advancement, give salary, age and full details in first letter. Out of town. Box 400, Printers' Ink.

## ADVERTISING MANAGERS, COPY AND LAYOUT MEN

seeking opportunities register with us. Interviews and correspondence confidential. Executive Service Corp., 100 East 42nd Street, N. Y. C. Ashland 6000. (Agency)

**Secretary to Advertising Manager**—Bright, young man about 21 years, good stenographer as secretary to advertising manager of well established monthly technical publication who has had trade journal, advertising or publishing experience. Excellent opportunity for advancement when merit and ability are proven. Box 423, Printers' Ink.

### PRINTING SALESMAN

Fine opportunity for man controlling \$30,000 to \$50,000 business in New York City. Small, modern plant. Two shifts, quality, competitive prices, advertising activities. Unusual follow-up and production plan permitting all time being spent on profitable sales work. Write Box 418, Printers' Ink.

**ADVERTISING EXECUTIVE**—Capable of acting as National Advertising Manager for large metropolitan daily in the East. Opportunity for a man of \$25,000 calibre who wants a chance to prove it. Must have not only experience, but a record of achievement. Should have wide acquaintance in the national field. Should be a salesman himself and have the executive ability to direct and enthuse salesmen under him. This is one of the biggest opportunities in the country. Box 439, Printers' Ink.

## Good Sales Letter Writers

The NATIONAL LETTER GUILD recently organized by Edward H. Schulze, has already met with such a favorable reception among business executives that some inquiries have been received whether the GUILD could suggest capable young men or women to help carry out GUILD recommendations. If you might be open to consider a change of position some time in the future, list your name with us. We will keep it on file and where opportunity presents itself, refer openings to you. Understand we do not conduct an employment business. We promise no immediate jobs. We charge no fees of any sort. This is purely a service to business men who use GUILD plans and ideas to cut down selling expense and increase sales. Don't send application—just your name and we will forward standard blank outlining the information we require. EDWARD H. SCHULZE, Director, NATIONAL LETTER GUILD, Room 1510, 285 Madison Ave., N. Y.

**WANTED: SALES EXECUTIVE**—in the ten thousand dollar class. Must have wide experience in advertising field, preferably with knowledge of window display work. Merchandising experience valuable. The man we want is probably employed. If interested in fine opportunity, write giving all particulars—all communications will be treated with strictest confidence. Box 398, Printers' Ink.

**WANTED: ADVERTISING MANAGER** Opportunity for man about 30 years of age experienced in ethical advertising to physicians. Should be graduate pharmacist. Know printing costs, production, and layout. Sales experience in drug field valuable. Reply in confidence, giving full details in first letter, age, education, experience, and salary requirements. Box 426, Printers' Ink.

**SALESMAN**—An exceptional opportunity for a young man, 30 to 40, who believes in himself and knows he can earn at least \$5,000 yearly with an attractive, successful proposition for retail stores. Full co-operation, and a responsive market. Must be of good appearance, aggressive, hard worker, eager and capable of making an outstanding record. Write fully, stating experience and references, selling yourself to us for interview. Box 422, P. I.

### Technical Advertising Writer

The Advertising Department of a progressive manufacturer is looking for a man to prepare catalogs and advertisements to sell temperature measuring devices to selected groups in industry. Remuneration to start must be moderate, but there is an exceptional opportunity for one who can present appealingly the advantages and applications of temperature measuring instruments. State age, education, experience and salary required. Replies will be held in confidence. Location Philadelphia. Box 394, Printers' Ink.

## POSITIONS WANTED

**ARTIST**—Layouts, sketches and finished work in all mediums. Good figure and color man. Ten years' experience in illustrating and advertising work. Box 413, Printers' Ink.

**EXPERIENCED ADVERTISING ARTIST**—desires part time connection or additional free-lance work. Layouts, lettering, black and white and color. Box 414, Printers' Ink.

**An Agency Executive** disposing of interest Feb. 1st seeks connection in executive or sales capacity with established publisher or manufacturer. Under 30. Excellent references. Box 402, P. I.

### DIRECT MAIL ADVERTISING

Let me help you with catalogs and advertisements. Ten years' experience with National accounts. Rates reasonable. Box 405, Printers' Ink.

## FURNITURE ARTIST

Experienced New York and Chicago department stores and furniture houses—line or wash technique—has also handled fashion and miscellaneous—at present employed—desires permanent connection but will consider free lance work. Box 411, Printers' Ink.

**LIVE**—  
Must have  
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**MANAGER**  
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**Advertising Salesman**—experienced in all phases of business paper publishing, seeks Eastern representation of A-1 trade class journal. Familiar with accounts and agencies in East. Box 408, P. I.

**Young Lady** seeks connection with advertising agency or as editorial assistant on publication, publishers' representative, agency and some editorial experience. Knows foreign media. Box 419, P. I.

**COPY WRITING AND MAKE-UP**  
Young man, 24, seeks position with advertising agency or private company. Experience: 3 years general advertising, 1 year publicity. Box 399, Printers' Ink.

**PROMOTION MAN**  
26, college graduate, married, 5 years' experience in sales and periodical offices; knowledge of copy, layout, type; sales and office management experience. Box 417, P. I.

**ADVERTISING MANAGER**  
employed by large Eastern public utility now ready to tackle bigger job. Formerly asst. adv. mgr. of 4-A mfg. concern. Salary \$4,000. Box 397, Printers' Ink.

**YOUNG MAN DESIRES BEGINNER'S POSITION IN ADVERTISING**—University training. Stenography, typewriting. Salary secondary to opportunity. Age 21, Box 393, Printers' Ink.

**ART DIRECTOR**  
Of proved executive and creative ability. Capable of assuming charge of typographic and production department. Ten years' agency experience. Box 420, P. I.

**PRODUCTION MANAGER**—  
is this young man, college graduate, 5 years' experience trade publication. Knows typography, cuts, layouts, makeup. Desires unusual opportunity. Box 425, P. I.

**Advertising, Publicity or Editorial Manager, or Assistant, or Copy Writer**—Twelve years' varied experience, including merchandising. Now assistant advertising and business manager national magazine. Gentle, 33 years old. Box 431, P. I.

**EXPERIENCED FIGURE MAN** (also design and lettering) desires connection with advertising agency, service or litho shop. Prefer half time arrangement. Age 40. Rate \$2 per hour. New York City or nearby only. Box 424, Printers' Ink.

**Ideas, Ability, Enthusiasm.** Will you gamble on them? I am a college graduate, 26, two years' business and merchandising experience, anxious to break into advertising. Isn't some agency seeking a cub copywriter who can prove his mettle? Box 421, Printers' Ink.

**VISUAL TRAINING SPECIALIST**  
Sales Promotion or Service Training. Young man experienced in editorial production, presentation technic and costs of SLIDEFILMS and MOTION PICTURES. Available as advisor or department head. Salary \$7,500. Box 392, P. I.

**Copy—Plans—Layout**  
Valuable, long experience National, Mail Order, Direct Mail advertising available. Versatile, prolific writer. Fund of ideas. Keen analyst. Start \$6,500, right organization. Box 428, Printers' Ink.

**Accountant—Financial Secretary**  
Young woman, thorough knowledge publishing business, income-tax, reports, complete details office management, correspondence. References. Box 440, P. I.

**Advertising Manager**—Large experience advertising engineering lines—steam power plant apparatus, steel plant equipment, electrical, office equipment, automotive, agricultural. An engineer. Box 441, P. I.

**THERE'S AN AGENCY** can use this man. He's an able production man, who also writes forceful copy. Young enough to be adaptable to your needs; old enough to know his job and undertake responsibility. Box 438, P. I.

**Advertising Executive**—advertising manager of large manufacturer, previously assistant advertising manager of high class automobile manufacturer. Knows all phases advertising and how to spend your budget economically. Christian, 35, married, New York. Box 415, Printers' Ink.

**CREATIVE ADVERTISING MAN**  
35, married, 10 years' experience in industrial and insurance fields, and agency. Copy, layouts, production. Now advertising manager of technical product but seeks more creative work. Box 410, Printers' Ink.

**COPY!—LAYOUT!**  
A young man, 25, who has had five years of exceptionally broad experience in advertising, who can write good, selling copy and create unusual layouts, desires a position with a progressive agency. Box 409, Printers' Ink.

**ADVERTISING REPRESENTATIVE**—Chicago resident, 35 years old, with nine years' unusual record of accomplishment selling space and managing national trade publication. High type salesman, forceful sales correspondent, desires connection with reputable publication. Box 406, Printers' Ink, Chicago office.

**Circulation Woman**—eight years trade journal experience; understands A. B. C. regulations. Capable directing subscription and circulation staff; advertising and editorial experience. Enthusiastic worker with keen appreciation of the modern trade magazine. Has ideas. What have you to offer? Box 412, Printers' Ink.

**MANUFACTURERS' AGENCIES!**  
Do you need a man to plan advertising campaigns, originate ideas, make layouts, write interesting, selling advertising copy, direct mail, radio talks? Also publicity and sales promotion work. Experience with manufacturing and agency. Now employed, age 26, single, go anywhere. College graduate. Box 407, P. I.

**ADVERTISING MANAGER**  
Or Assistant for Manufacturer of Building Materials, Hardware, Paints, Sporting Goods or Radio  
Past 5 years with publisher of architectural publications. Three years advertising manager for chain of stores. One year district advertising manager for national advertiser. One year copy writer with AAAA agency. Age 33. Single. N. Y. U. 1919. \$75 weekly. Box 437, P. I.

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## Control All Meetings

With the right kind of lighted pictures you control every meeting of the men throughout the field. You can make every salesman see and remember your ideas.

Fifteen years of experience has highly developed the skill of this organization in making sales ideas plain.

Let us show you how successful companies are using a proven training method that costs remarkably little and is reinforced by national field service.

Every picture we have ever made has helped accomplish the buyer's purpose.

## Jam Handy Picture Service

Jamison Handy, President

6227 Broadway, Chicago

Still and Motion Pictures—Animated Drawings—Screens—Slides  
New York, Chanin Bldg.—Detroit, General Motors Bldg.—  
Cleveland, Hanna Bldg.—Dayton, Reibold Bldg.—Regional Sales  
and Service at Principal Points Throughout the United States.



FEB 24



Selective selling will tell the story of 1930 successes. Good markets must be chosen and covered thoroughly. Newspapers offer the opportunity. They put advertising on a nutritious diet in key markets. The Chicago Tribune is especially capable. At a single sweep, it covers a composite market, rich in sales possibilities—Tribune Town. Here, people yearly add \$3,000,000,000 to products by the process of manufacture. Here bank deposits total \$5,500,000,000. And here the Tribune on Sunday covers 76% of the families in Chicago itself, 50% of those in the 124 other key centers, and 44% of all the families in Tribune Town. Concentrate in the Tribune in 1930!

# Chicago Tribune

WORLD'S GREATEST  
NEWSPAPER

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